

JAN 2 1930

Sales Management

The Weekly Magazine for Marketing Executives



Robert R. Ellis

Co-founder of the New Mutual Drug Company

Retailers Get First Consideration
in New \$100,000,000 Mutual Drug Chain

How Belding Heminway Styled
a New Line



When Quotas Are Lagging!

MANY Sales Managers of prominent organizations are familiar with the value of Sales Contests with merchandise prizes selected from the May & Malone "RED BOOK". Others are always on the alert for some incentive to "pep up" the force—to engender a competitive spirit—to secure the cooperation of sweethearts, wives and families.

The new 1930 "RED BOOK" is not off the press yet, so we can only show an illustration of the cover, but we can promise delivery around October 1. It will be brimful of merchandise which we offer to Sales Managers at dealers' prices—golf clubs, tennis rackets, sweaters, watches, clocks, diamonds, silverware, jewelry, electrical goods—the newest models will be in the new "RED BOOK".

If you are a user of the "RED BOOK", we'll send it to you without request as soon as it's ready—if you haven't used it before, fill out and return the coupon below and we'll send your copy without cost or obligation.

MAY & MALONE

INCORPORATED
WHOLESALE AND IMPORTERS
37 SOUTH WABASH AVENUE
CHICAGO

Ohio District Office
642 Hanna Building
Cleveland

Michigan District Office
604 Michigan Theatre Building
Detroit

As soon as it is off the press, send us a copy of the May & Malone "RED BOOK"!

Name of Concern.....

Sales Manager.....

Address.....

.....

ADVERTISING

IS FREQUENTLY
KNOWN BY THE
COMPANY IT
KEEPS



Midweek—the every Wednesday — tabloid size — photogravure process — two-color supplement to The Chicago Daily News — has just ended its first successful year — respectfully submitting

Increased circulation—

Constantly improved editorial program—and

An excellent record of results for a large number of consistent users of advertising in its columns

as items in its *raison d'être*.

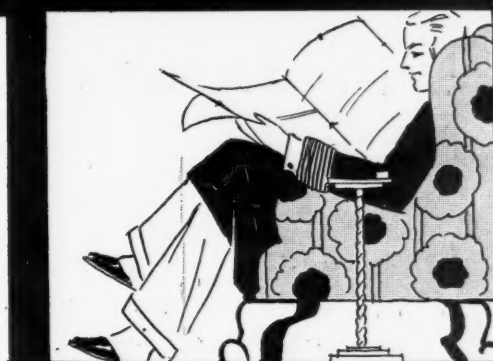
. . . a product is judged by the background against which it is presented.

In Midweek—the show window of

Chicago's best—your advertising appears in a distinctive frame of editorial good taste . . . in the company of excellent merchandise and reputable merchandisers.

The combination of low rate—small page size—wide distribution—long life and family leadership make this good taste the better part of economy too.

There's more to the Midweek story. When may a Daily News representative call?



MIDWEEK FEATURES

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Joseph R. Scolaro
3-241 General Motors Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat. Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of The 100,000 Group of American Cities

TEN trunk line
railroads serve
Omaha—a city thor-
oughly covered by
one newspaper.

THE OMAHA WORLD-HERALD

Nebraska's Great Home Newspaper

O'MARA & ORMSBEE

National Representatives

NEW YORK CHICAGO SAN FRANCISCO
LOS ANGELES DETROIT



Sales Manager Wanted

A nationally-known manufacturer of an automobile accessory is in the market for a Sales Manager. Business on this product is now running between \$2,000,000 and \$3,000,000 a year. It is sold through jobbers. The company does some advertising. In some territories this company is selling nearly as much of its product as all other manufacturers combined, but in a larger number of territories the percentage of their sales to all sales is unsatisfactory.

This company will pay \$10,000 to \$15,000 a year plus to a man with automotive experience who has the character, ability and experience properly to handle this job.

All replies confidential. No obligation.

If this is not your job

but you wish to change your position—why not write today for our booklet, "To Him That Hath—". No obligation to readers of SALES MANAGEMENT.

WILLIAM L. FLETCHER, INC.

Personnel Managers and Counselors
8 Newbury Street
Boston, Mass.

Survey of Surveys

BY WALTER MANN

Liberty's "Blindfold Test"

Not to be outdone by a mere cigarette advertiser—*Liberty*, the weekly of ambitious circulation prediction, has been about a blindfold test of its own. Not cigarette preferences, but magazine preferences, is the subject of this latest set of tests, which to say the least show an interesting trade reaction.

Coincident with a series of advertisements in the *Drug Trade News* portraying the views of prominent national cosmetic and drug store product manufacturers (as well as heads of well-known drug chains) on the subject of *Liberty* and its high advertising value, a Western agency man made a blind test to discover chain store reactions on national weeklies and monthly magazines.

Late last May the H. S. Benedikt Company of New York sent to an unstated number of chain drug store executives the following wire: "Large manufacturer making toilet preparations sold to men and women both and sold through drug stores wishes to select four leading monthly and weekly national magazines for 1929 and 1930. Please write this office immediately giving your choice as to America's best four publications." Fourteen chain drug officials responded, representing the views of a total of 313 stores. Like the cigarette blindfold test, the results have been made public verbatim—the result was that *Saturday Evening Post* was mentioned fourteen times, *Liberty* thirteen, *Cosmopolitan* eight, *American* five, *Good Housekeeping* five, *Ladies' Home Journal* five, etc. Moreover, assuming that the responses were put down in order of preference, the *Post* and *Liberty* received by far the greatest number of combined firsts and seconds (*Post* ten firsts and four seconds—*Liberty* two firsts, seven seconds, three thirds and one fourth). The request for monthlies and weeklies resulted in some unfortunate confusion—two members separating monthlies and weeklies and giving four of each. *Life*, mentioned once in the letters and wires, was not mentioned in the circular. On checking up with *Liberty* they asked us to mention it here.

On July 24 the same agency man sent a similarly worded wire to the members of the Affiliated Drug Stores of New York through its director, Max Rosenwald: "Large manufacturer of toilet specialties selling to men and women through your drug stores wishes to determine advertising campaign for 1929 using America's four leading magazines either weekly or monthly. Please wire your preference to this office."—Max Rosenwald.

Seventeen responded, giving preferences, which showed *Saturday Evening Post* fifteen, *Liberty* eleven, *Collier's* six, *Ladies' Home Journal* six, etc. The *Post* got seven firsts, four seconds, three thirds, one fourth; *Liberty*, three firsts, three seconds and five thirds. Combining the two studies we find *Saturday Evening Post* with a total of twenty-nine mentions and *Liberty* with twenty-four—with all the

other publications well down the list.

There is no question as to the preferences of the responders for the two above mentioned publications to the requests as worded. But we do feel that a greater completeness of detail (such as the number of wires sent out to get the above results) would add to the presentation of the facts as shown. Moreover, since the products were to be those sold, both to men and to women, it is worth noting that the women's magazines showed up pretty well.

Thumbnail Reviews

Operating Results and Policies of Building Material Dealers in 1928. Analyses of the operating statements of 369 firms and a study of the methods and policies used by twelve successful dealers. Studies were made in the following six divisions: lumber; mason materials; lumber and mason materials; lumber and coal; mason materials and coal; lumber, mason materials and coal, and line yards. Statistics also show comparison of operating results of identical firms for two years. Bulletin No. 81, Bureau of Business Research, Harvard University, Soldiers Field, Boston, Mass. (\$2.50). 70 pages.

Why People Don't Buy Furniture. A study of the policies and practices of the furniture industry based on interviews with those in the trade and with housewives. Millis Advertising Company, Indianapolis, Ind. 75 pages.*

Facts About Pueblo, Colorado. A booklet giving present production, population, buying power, transportation facilities, etc. Pueblo Commerce Club, Pueblo, Colo. 75 pages. (Free).

Mortality and Failure among Restaurants in Kansas City, Mo. Report of a preliminary study of the causes of failure in the restaurant business, treating Kansas City (Mo.) as being representative of restaurant conditions in the United States. Domestic Commerce Division, U. S. Department of Commerce, Washington, D. C. (Free).

Significant Post-War Changes in the Full-Fashioned Hosiery Industry. A study analyzing the most significant changes that have taken place in the industry since 1919, including those on management problems, manufacturing equipment, and materials used. Research Study IV, Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, Pa. 130 pages.

Tomorrow's Advertisers, by George Harrison Phelps. A crystallization of advertising trends and a picture of the broadening scope and power of advertising as it is being worked out by the most successful advertisers and their agencies. Harper & Brothers, New York. (\$3.50). 256 pages.

* Not generally available.

After 60 Birthdays—

On December 7, 1869, when the initial issue of The Indianapolis News made its appearance, Indianapolis was a city of less than 48,000 inhabitants.

Today Indianapolis nears the 400,000 mark . . . the political, commercial, financial, cultural and social capital of the state . . . the trading center of nearly two millions of busy, thrifty Hoosiers . . . one of America's truly *great* markets.

The place held by The Indianapolis News in its community may best be judged by the fact that for 35 consecutive years it has been outstandingly and *increasingly first* in advertising volume and daily circulation. Its margin of leadership has constantly grown because, in this prolific Indianapolis market,

The News . . . ALONE . . . Does the Job!



The
INDIANAPOLIS NEWS
sells The Indianapolis Radins

DON BRIDGE, Advertising Director

DAN A. CARROLL
New York: 110 East 42nd St.

J. F. LUTZ
Chicago: Lake Michigan Bldg.

Acknowledgment

The Architectural Forum takes this occasion to acknowledge its debt to Truscon Steel Company and to The Sherwin-Williams Company for their interest in the advancement of advertising science evidenced by the extensive investigations which both companies have just completed in the architectural field. The Architectural Forum likewise acknowledges its obligation to the architects who participated in these investigations and whose consistent recognition of The Architectural Forum's publishing standards and policies has made possible the position it enjoys.

Advertisers and advertising agencies interested in the results of these two recent studies may secure copies of the detailed reports by addressing The Architectural Forum, 521 Fifth Avenue, New York.

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Saturday

Sales Management

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Subscription Rates: Single copies, 20 cents. Yearly subscription payable in advance \$4.00 for fifty-two issues anywhere in the United States or its possessions or in Mexico. In Canada, \$4.25, and \$4.50 in foreign countries.

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Wouldn't You Leap to Such an Opportunity?

Suppose you could gather in a single meeting, representative citizens from every state in the Union, to tell your story of why they should buy what you sell. Now—and until next April—that meeting is under way in Florida! More than a million visitors from all North America, living in and journeying over the state—everywhere finding available "Florida's Foremost Newspaper." An unequalled medium for taking your story to the people throughout Florida.

The FLORIDA TIMES-UNION JACKSONVILLE FLORIDA

A new book that will jar!

How to Turn People Into Gold

By KENNETH M. GOODE

Written as "a book for every business man," it should appeal with special force to sales executives who are interested both in economic futures and in the immediate improvement of their company's profits (and their own earnings).

It is practical, it is well written, it reads as easily as a mystery story.

Many of the ideas and the observations are likely to taste like bitter medicine to the business man who is smugly set in his ways, but those who like to move forward in their thinking as well as in their money making will revel in such chapters as "The Ingrowing Outlook," "Jiu-jitsu Your Sales," "What People Won't Do," "What People Will Do," etc. This magazine recommends it wholeheartedly as one of the most valuable contributions to business literature.

Mr. Goode is exceptionally well qualified to write about business for he has conducted successful sales campaigns on many products, and for several years was head of a New York advertising agency. With Harford Powel, Jr., he wrote "What About Advertising?"

Just published.

Price \$3.50 postpaid.

(Remittance should accompany order)

SALES MANAGEMENT

Book Service

420 LEXINGTON AVENUE
NEW YORK

Tips

These most valuable booklets of the week will be sent free to executive readers who make a separate request for each one on their business letterheads. Booklets will be mailed by the companies which publish them.

Address SALES MANAGEMENT, Inc., Reader's Service Bureau, 420 Lexington Avenue, New York.

Markets and Media

Louisville—Center of American Markets. If your interest in Louisville has been whetted by the Government's retail grocery survey you will want this handsome book prepared by the Louisville Industrial Foundation. The information has been gathered intelligently and is strikingly presented in seven chapters: general, markets, transportation, manufacturing economies, raw material, financial institutions, social and civic.

College Humor Survey for the Good-year Tire and Rubber Company. Recently the research department of Erwin Wasey & Company sent questionnaires to 1,145 students in various widely scattered colleges and brought to light: 1. What their reading preferences were; 2. Which magazine they considered the best advertising medium; 3. Which manufacturer's rubber heel advertising impressed them. One should mention that the names of four magazines were given to choose from.

The New Advertising Mode. The Irving Fisher business pages, which are syndicated to leading newspapers throughout the country, constitute still another background for your advertising. This booklet tells what type of men read this page, the kind of products and services which would do well to advertise here and includes a list of the newspapers in the syndicate, with circulations and rates.

Printed Salesmanship

Sales Promotion and Intensive Marketing. In a neat, delightfully designed little booklet, the Caxton Company tells how sales promotion in print can be used to pave the way for, to supplement and to strengthen personal salesmanship.

Sales Aids

Maps and Map Equipment. The National Map Company has offered to

furnish a limited number of interested executives a map catalog which was gotten up for the use of dealers, but which might prove helpful to the sales manager.

Packaging

The Sales Value of the Container. A swell-looking book filled with beautiful colored plates of the containers designed and manufactured by the Continental Can Company. The containers illustrated may conceivably be credited with much of the fame of the names which grace them—most of them companies which manufacture nationally advertised products. The Continental Can Company's research and development laboratories will consider your packaging problem, and welcome the opportunity to work out the best methods of preserving all products. Among the many interesting sidelights on the subject of packaging is that on the much mooted question, "Is it safe to change the packaging of an established product?"

Sales Contests

Prizes. The sales contest service of Marshall Field & Company, wholesale, has just compiled and issued a new catalog of prizes for sales contests that is most complete and diversified. Sample copies are free, but larger quantities may be ordered at nominal prices. The introductory pages of the sample catalog contain the answer to the questions asked most frequently about the conduct of sales contests.

Radio Advertising

The Listener Rules Broadcasting. The National Broadcasting Company distribute a series of "Little Books on Broadcasting" of which we have here No. 11. This one contains a few pertinent hints to the advertiser on how to keep in the good graces of the radio audience, tells what has been learned about radio sales psychology and the direct result-producing value of broadcasting and its traceability through the mail.

IT PLOWS EDITORIALY THAT ITS ADVERTISERS MAY REAP

"The American conception of advertising is to arouse desire and stimulate wants, to make people dissatisfied with the old and out-of-date and by constant iteration to send them out to work harder to get the latest model whether that model be an ice-box or a rug or a new home."

MERLE THORPE, Editor of The Nation's Business, in radio address.

GOOD Housekeeping's conception of advertising accords with the one set forth by the Editor of The Nation's Business.

Good Housekeeping's service to advertisers, however, goes beyond this definition. It plows editorially that its advertisers may reap.

Its editorial ideal—to teach women to live richly and fully—cannot be realized without advising them about merchandise—through which higher planes of living are attained. Since its beginning, 45 years ago, it has employed the best-equipped connoisseurs and specialists to set standards, to test products, and to serve as merchandise advisers to its readers.

Because Good Housekeeping has built up a national clientele of women interested in good merchandise, the findings of its Studio of Furnishings and Decorations, of its Institute, and of its Bureau of Foods, Sanitation and Health have a unique interest and value for discriminating women. The trade too has come to look to Good Housekeeping for information as to styles and trends. Progressive dealers consult its pages monthly so that they can stock guaranteed products Good Housekeeping readers will want.

The Good Housekeeping conception of advertising is to make sales. To secure abundant evidence of its selling influence ask its advertisers.

GIVE YOUR PRODUCT THIS BACKGROUND OF CONFIDENCE

Good Housekeeping

E V E R Y W O M A N ' S M A G A Z I N E

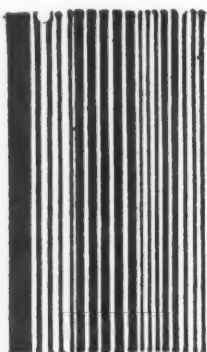
New York

Boston

San Francisco

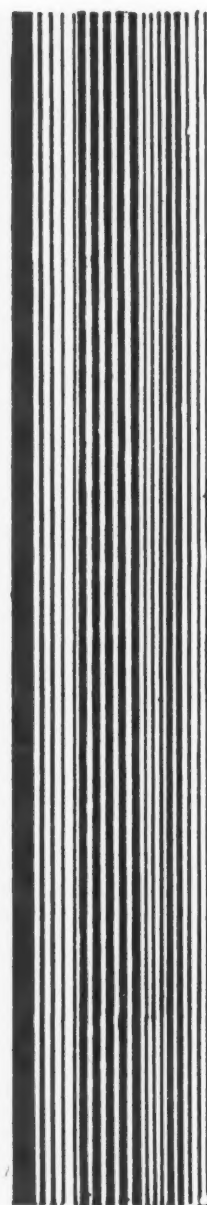
Detroit

Chicago



27

of America's leading advertising agencies



... whose names appear below, purchased New York Evening Journal Color for one or more of their clients during 1929. These are agents who do not buy space on guesswork.

The 41 products using Color pages in the Evening Journal this year are in the front rank of fast sellers here. This list of agencies is in itself a composite testimonial to the power of Journal Color to build consumer acceptance in America's greatest market. Does your 1930 schedule adequately provide for complete coverage of Metropolitan New York?

Acorn Agency, Inc.
N. W. Ayer & Son
Batten, Barton, Durstine & Osborn
Blackett-Sample-Hummert, Inc.
Blackman Company
Conklin Mann, Inc.
Erwin Wasey & Company, Ltd.
Gotham Advertising Company, Inc.
Charles C. Green Advertising Agency
Joseph E. Hanson Company
E. W. Hellwig Company, Inc.
Charles W. Hoyt Company, Inc.
H. W. Kastor & Sons Advertising Company

Lennen & Mitchell, Inc.
Lord & Thomas and Logan
H. K. McCann Company
Newell Emmett Company, Inc.
Olson & Enzinger, Inc.
Riegel & Leffingwell, Inc.
Robinson Lightfoot & Company, Inc.
F. J. Ross Company, Inc.
Smith, Sturgis & Moore, Inc.
Street & Finney, Inc.
J. Walter Thompson Company, Inc.
United States Advertising Corporation
Williams & Cunnyingham
Williams & Saylor, Inc.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK, 9 East Fortieth Street

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

NEW YORK: International Magazine Building
CHICAGO DETROIT ROCHESTER PHILADELPHIA BOSTON
*Member of International News Service and Universal Service
Member of Audit Bureau of Circulations*

Significant News

● ● ● The U. S. Steel-Atlas Portland Cement merger proposal recalls the story that the late Judge Gary contributed handsomely for Steel to Portland Cement's associated advertising fund until he learned that expansion of cement volume was at the expense of steel. Looks as if steel may have picked an opportune time for taking cement further into camp, in view of the tremendous construction programs announced for 1930.

● ● ● Radio broadcast stations in this country sell 46 per cent of all the time at their disposal, the Federal Radio Commission tells the Senate—567,000 hours in a total of 1,252,802 hours. In other words, they reserve a little more than half their time for securing listener interest, about as large a ratio as a good many publishers give of their space to establish reader interest on their own account. All the biggest stations lost money. Of 600-odd stations, 340 heard from showed 172 in red ink for a year, while 168 reported profits.

● ● ● The U. S. Steel Corporation announces plant extension and improvements calling for expenditures of \$300,000,000 in the next three years. Coming at a time of relatively low production, the news speaks loudly of confidence in the future on the part of an extremely conservative management. The other steel companies, with 60 per cent of total output, are to spend \$200,000,000 in the same period.

● ● ● Advertising revenues of the magazines on the National Advertising Records' list amounted to \$203,776,077 in the year 1929, compared with \$183,606,277 in 1928, a gain of 11 per cent.

● ● ● Merchandise exports in November were valued at \$448,000,000, \$96,000,000 less than in November, 1928. Imports of \$339,000,000 were \$12,000,000 more than last year. Decrease in cotton shipments accounted for a fourth of the loss in exports.

● ● ● The new chain store law of North Carolina has been upheld by Judge R. A. Nunn in the Wake County superior court and now goes to the Supreme Court by agreement. The law was framed to meet judicial objection to the previous attempt to make chains with more than five stores pay \$50 per unit.

● ● ● Industrial employment was lower in November, as usual, 3.56 per cent as compared with October, with a decline of 7.03 per cent in payroll, the Bureau of Labor Statistics shows. Compared with the previous November, however, the respective losses were only 0.63 and 1.04 per cent. Slackening automobile production was the largest factor.

● ● ● Factory production in the fiscal year ended June 30 was in unprecedented volume, Secretary Lamont reports. The gain over 1928 was 10.4 per cent. Wholesale trade was down 2 per cent.

● ● ● The New York Real Estate Securities Exchange, opened this week, is the first attempt in this country to provide an open market for securities based on realty property. If it increases the liquidability and marketability of those securities of all types (which it is expected to do), and if it also enables investors to separate the chaff from the wheat, it may well lead to bigger and better things for the building industry and all industries dependent thereon.

● ● ● Whittall Associates, manufacturers of carpets and rugs, signify their confidence in the outlook by announcing this week plans for betterments and plant extension involving \$1,000,000.

● ● ● Automobile production in November, as given out by the Department of Commerce this week, was 217,441 cars, compared with 380,011 in October and 257,140 in November, 1928. Total for eleven months was 5,235,316, 1,110,673 more than in the same period last year and 876,557 more than in the twelve months of 1928. This large gain was due to Ford's resumption in full force. A few days before these figures were published Nash and Buick announced slight increases in prices of their cars for 1930, confirming to some extent talk in the industry of an upward trend in prices for the new year. Mr. Sloan of General Motors estimates replacement demand in 1930 at 3,390,000 cars, and ascribes the falling off in production during the last quarter this year to a growing tendency to revise models and plant plans near the close of the year instead of in the fall or summer, as formerly.

● ● ● The proposed formation of a greatly expanded Republic Steel Corporation—embracing Central Alloy Steel, Donner Steel, and Bourne-Fuller—brings to a conclusion rumors long current. These rumors have generally included Jones & Laughlin, Youngstown Steel and Tube, and other independents in the final line-up. The merger now arranged for provides for a \$350,000,000 company, third largest in the industry.

● ● ● President Irigoyen's action in closing the Caja de Conversion of Argentina, which officially takes that country off the gold basis, though banks may still ship gold, is ascribed to heavy gold withdrawals (\$112,000,000 this year) due to inelasticity of the currency and an unfavorable foreign trade balance. The conversion office was closed in 1914 and not reopened till 1927.

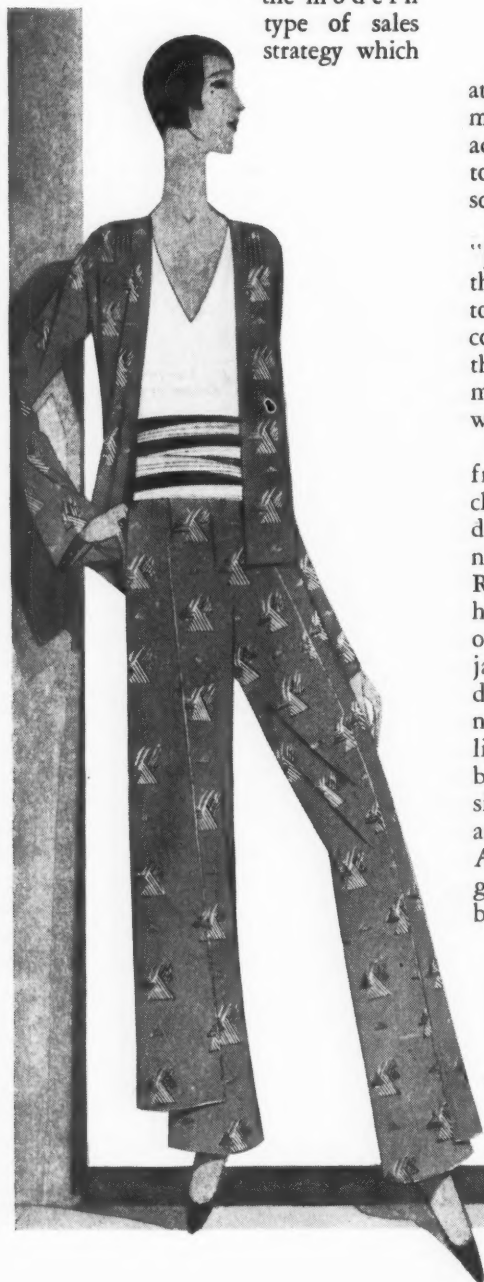
● ● ● Employees—wage and salary earners—get 57 per cent of the national income, according to a new analysis by the National Bureau of Economic Research. Total realized income in 1928 is put at \$89,419,000,000, of which \$32,296,000,000 went in wages, \$17,823,000,000 in salaries and \$1,065,000,000 in "pensions and compensations." Proprietors' share was \$38,296,000,000. Salary income has increased 48 per cent in the last six years, proprietors' 36 per cent, and wages' 31.5 per cent.

A Staple Manufacturer Introduces a Style Line

BELDING HEMINWAY, known for years as a "staple line" house, is now introducing a new line of silk print dress fabrics under the trade name of "Safari," a line pre-eminently featuring a style appeal. The merchandising plan, taking the story of the new products to the manufacturing trade and to the company's 25,000 retail outlets, offers an excellent example of the modern type of sales strategy which

Long known as a staple line house, Belding Heminway are presenting, in their new line of Safari prints, an answer to the insistent demand on the part of consumers for products which have up-to-date style features. Where they got the ideas for the new line and how they are merchandising it is explained here.

BY FRED SUHR



attains its objective of creating immediate and future sales through advertising and promotion designed to further the consumer's style consciousness.

The Safari prints (Safari meaning "journey") represent, on the part of the manufacturer, a definite attempt to catch step with the present-day consumer's insistent demand for something other than so many yards of material—the demand for a product which is fashionized.

The Safari prints are highly varied, from exotic pajama designs to formal chiffons. Designs for the series were developed from four African sources: natives, animals, foliages and flowers. Recent publicity given to big game hunting in Africa, our interest in our own African citizens, especially their jazz music, and the fact that the dominating African colors are leaders now in fashion fields, give the Safari line the best of style or fashion possibilities. The authenticity of the designs was established through Mr. and Mrs. Martin Johnson, the famous African explorers. From the photographs made by herself and her husband for the Museum of Natural

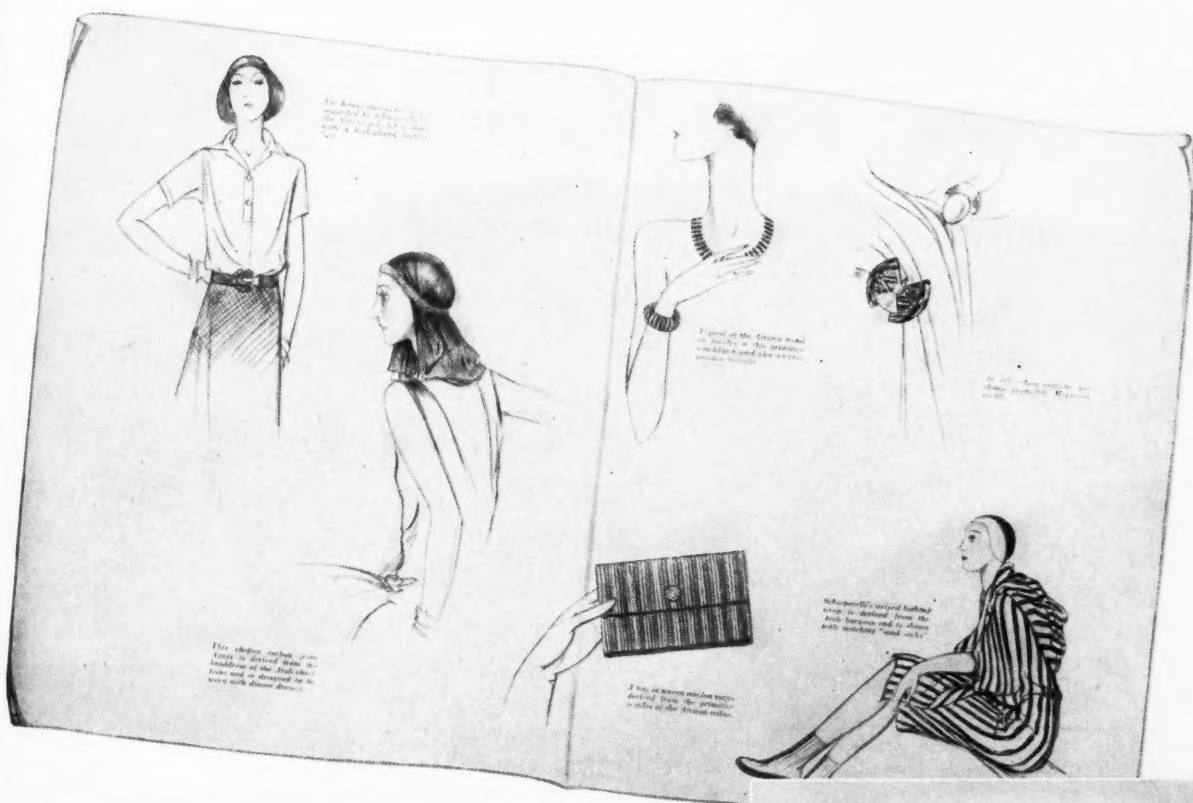
History, New York, and from information and studies made by the Clarke Expedition, the motifs for the designs were selected. These were adapted by a stylist designer to the current color and design trends. From a designer's stand-

point the Safari line is essentially modern because the sources of the designs are primitive. Just as the founders of the modernistic movement, the French painters, went back to the primitive for their inspiration, so has the Belding Heminway Company used the primitive to set a keenly modern note.

While properly designed and fashioned material has about it the "gimme" quality that causes the customer to ask for it in preference to other merchandise not so properly tuned to the customer's sense of style, it is vital that the manufacturer's sales force fully understand and coordinate the ideas of the stylist or designer of the merchandise. While retailers are quick to sense style trends, it is imperative in putting over a line such as Safari to be sure that the company's salesmen completely appreciate the fashion characteristics of the line and impart their full intent to the dress manufacturer as well as the piece goods and apparel retailer.

In the case of the Safari prints the sales force has been thoroughly trained in this respect. For each design the salesmen were given the following information: its name, the meaning of its name, its story or history, its particular use in the new clothes, i. e., whether for sport dresses,

From the designer's standpoint the Safari line is essentially modern because the sources of the designs are primitive. This illustration, from one of the introductory folders, takes advantage of the current vogue for exotic lounging pajamas.



pajamas, town costumes or formal afternoon and evening gowns.

For pattern number 221, for example, the salesmen are given this information, which is not only of service to the retail buyer but to his clerks: "Name, 'Nyele'; meaning of name, hair; story of design, the tightly curled hairdress of the natives suggest this design. In among the plaited motifs are shown the bright ornaments that the African warriors thrust into their hair. A design suitable for both sports clothes and informal town wear."

To tie in with the ever-growing ensemble idea, accessories in the African feeling were also planned. Some prominent couturiers and designers worked these out. A folder on these was prepared and is part of the trade publicity introducing the Safari prints. While, of course, Belding Heminway does not manufacture them, it is giving these items publicity because anything that ties in with this company's African vogue helps toward the end of correct fashion.

The Safari prints were introduced to the trade the first of November. This early opening is to work the line into the Palm Beach demand and give plenty of time for organizing the spring season.

Color advertisements in national magazines will discuss individual prints, but primarily establish a background for the series. Newspapers are selected to carry advertisements particularly at the time the Safari Print Fashion Show is under way in

One of the most interesting features of the Safari campaign is the company's effort to promote the ensemble idea. Even though Belding Heminway does not sell costume accessories, the advertising matter presents suggestions for carrying out the complete costume theme.

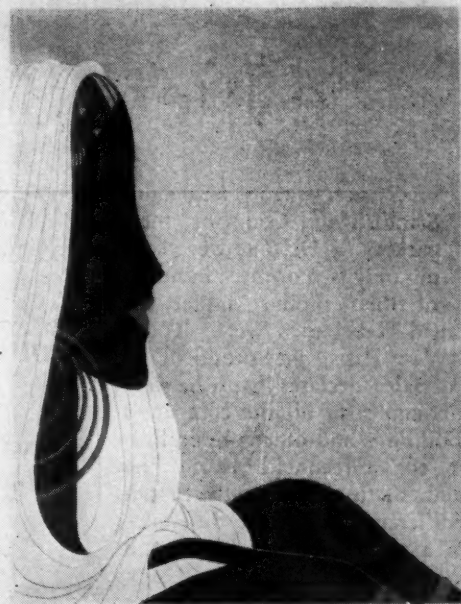
the larger department stores in each city.

A counter and window display poster is available to the retailer. Likewise a romantic story booklet on Safari. A Safari label can be sewn on by garment manufacturers using the Safari silks in their spring lines.

Arrangements have been made with a Broadway musical show to have an African scene in which the prints are worn and during which a Safari song is sung.

A toy manufacturer is making a set of toys using the designs of the animals in a child's print in the Safari line.

A talkie tie-up showing Mrs. Martin Johnson wearing four print dresses has been distributed by Fox Movie-



ANNOUNCING **SAFARI**
THE NEW AFRICAN PRINTS

tone News. Another movie tie-up is being planned with local showings of the Martin Johnson picture—"Simba." Though this picture in no way shows the silks, it shows Africa and consequently puts the observer in a more enlightened condition to appreciate the Safari prints and their advertising. There is also a new

(Continued on page 571)



"Our sausage sales have grown steadily ever since we began to advertise and are now 2,000 per cent higher than when we started."

An Advertised Brand Name Opens Fertile New Sales Fields

A FEW years ago Hammond, Standish and Company, meat packers of Detroit, were selling only two or three hundred pounds of their product under the "Greenfield" label each week. Today C. M. Van Paris, vice-president in charge of sales, declares that if he were given his choice of all the company's lands, buildings and other physical assets or the Greenfield brand, he would unhesitatingly choose the brand.

The difference is just the difference between a well-advertised brand and one not advertised at all.

The Hammond, Standish business was established originally in 1859 and incorporated in 1880, but the present management has been in control only since 1922. Prior to the time when the change in management took place, the company had marketed most of its products under the "Apex" brand. Its breakfast sausage alone bore the Greenfield label.

"Apex" had little if any significance when applied to food products," Mr. Van Paris said. "Greenfield, on the other hand, is suggestive of the farm, which in turn is suggestive of something good to eat. Green fields are pleasing, clean, sweet, and are logically associated with sleek, fat, contented animals.

"It had occurred to us that if we

When Hammond, Standish and Company, meat packers of Detroit, chose one brand name and began to promote it through rotogravure advertising, volume on their packaged meat products began to grow. Under this sales-creating impetus, several new items have successfully been added to the line.

BY D. G. BAIRD

had some inexpensive article which we could place in practically every dealer's store, that article would serve as an entering wedge and would open the way to sales of our other products. We had been selling 200 or 300 pounds of Greenfield breakfast sausage a week in season and we liked the Greenfield brand name. We decided, therefore, to pack Greenfield sausage in twelve-pound cartons and undertake to sell it to every merchant in our territory. That would represent an investment of only a few dollars, it would give him a quality product to push under a pleasing label, and it would be a good special for our salesmen to feature.

"We tried the plan and it worked very well, except a twelve-pound car-

ton was too large for the average merchant. The sausage is made of pure pork and, in some cases, it spoiled or became rancid before he could dispose of it all. We then cut the size to six pounds, enabling every merchant to dispose of it quickly, giving him a quick turnover, and assuring always fresh goods.

"We emphasized to our salesmen the opportunity which this special afforded them and we kept on emphasizing it. We had some counter cards prepared and placed them in stores, featuring the Greenfield breakfast sausage. As a result of considerable effort, we gradually built up our sales of this special until they showed an increase of several hundred per cent.

"Encouraged by this success, we

decided it would pay us to do a little advertising. That would make Greenfield an advertised brand, it would create some consumer acceptance, and very likely reduce dealer sales resistance somewhat.

"We began with modest space in a local newspaper. We soon found, however, that our small ad was lost in the midst of so many larger ones in the same paper. We gave a lot of thought to the subject, of course, and eventually we reached the conclusion that inasmuch as we could take only small space, we should make that space as valuable as possible; that our small ad must be made conspicuous and attractive.

"Rotogravure seemed to be the answer. We decided that even though rotogravure space is more expensive than black and white, the same investment there would bring us greater returns.

"We began publishing a little ad four inches square in the rotogravure section of a Sunday paper in 1925. We usually featured a cut of the package, the Greenfield keystone, and a few words of copy.

"We began this advertising during the Winter. Previously we had considered breakfast sausage a Winter item and had made no effort to sell it at all during the Summer months. May came and our sausage sales were holding up, so we decided to go on through May. When June arrived sausage was still selling well, so we continued to push it through June. To be brief, for the first time in the history of this old company, we sold breakfast sausage right through the Summer without an appreciable decline in sales.

New "Use" for Sausage

"About that time Mrs. Van Paris served Greenfield breakfast sausage in our home one evening for dinner. That seemed all right, other executives tried it, and as a result we added '—for lunch and dinner, too' to our 'breakfast sausage' line.

"Our sausage sales have grown steadily ever since and are now 2,000 per cent higher than when we began to advertise. We now sell 10,000 to 12,000 pounds of sausage a week through the Summer when we used to sell none and sale are growing.

"But that isn't all, by any means. Five years ago we were selling no sliced bacon worth mentioning. When Greenfield sausage got going well we decided to add a small, half-pound package of sliced Greenfield bacon and feature it in the same way. We did so and I well remember how we used to wonder whether we would

ever get our sliced bacon sales up to equal our sausage. We did. We now sell about 50,000 pounds of Greenfield sliced bacon every week. Bacon, of course, has many more uses than sausage and when we had once popularized the package, sales quickly passed those of our older Greenfield product.

"We had a cottage roll of boneless cured shoulder meat and were selling a few hundred pounds a week. We added that to the Greenfield line, advertised it in the same way, and sales have since increased approximately 5,000 per cent. It is my positive belief that if we should take off the Greenfield wrapper and quit advertising this cottage roll, sales would drop to the bottom in a very short time.

"A few years ago we marketed some lard in pails under the 'Apex' label. Sales gradually played out almost entirely and we were about convinced that the day of pail lard was past. Nevertheless, we decided to give it a trial under the Greenfield label. We had some attractive containers made up in one-, two-, four- and eight-pound sizes, striped in the Greenfield pattern and bearing the Greenfield label, and began to push pail lard. We are now selling enough pail lard to necessitate ordering the pails in carload lots.

Dried Beef in Packages

"We have long had a fair trade in dried beef. We formerly sold this loose in five-pound cartons from which the merchants retailed it in small quantities. About a year ago we began to wrap this product in quarter-pound packages and to pack eight such packages in a carton for the dealer, advertising it, too, under the Greenfield label. Sales have increased 1,000 per cent in one year. They might have increased even more had we been able to keep pace with the demand. As a matter of fact, we have been forced to go outside and buy some beef, which we cure and pack in this way, because our own supplies have been insufficient at times.

"We now feature all our package goods under the Greenfield brand and sales of each line have increased phenomenally. We also feature Greenfield bacon, ham and boiled ham, but we have been unable to do much with any bulk goods in this way because we can't assure the customer she is getting Greenfield when she buys anything not in a sealed package.

"That reminds me of the origin of our slogan, which we think a very good one. We made some effort to

popularize Greenfield 'hot dogs' without success. One day a friend of T. W. Taliaferro, our president, asked for Greenfield red hots at a stand, was assured that he was served this brand, and was much disappointed with the quality. He told Mr. Taliaferro of the incident and Mr. Taliaferro explained that he had certainly been imposed upon, as we were not marketing any Greenfield red hots. 'Anyway,' Mr. Taliaferro added, 'if they weren't good, they weren't Greenfield.' From that remark we adopted the slogan, 'If it isn't good, it isn't Greenfield.' We now feature this slogan in all our advertising and our dealers have commented very favorably on it.

"We have used rotogravure advertising without interruption for the past four years and we are thoroughly convinced that for our particular purposes there is nothing else to compare with it.

"We are now maintaining some painted outdoor bulletins which we also think are very helpful. We began with six panels and now, in our second year, we have fifteen. Next year we shall probably add five more and perhaps still more the following year. We can't check up on results, but know the outdoor bulletins tie up well with the rotogravure and serve to remind the consumer of Greenfield at the time she is likely to be on the way to a store for meats.

Waiting List for Signs

"Window signs are our only other medium and they are very good. They are good because we make them good. Merchants are constantly being pestered by people who want to put cheap signs in or on their windows and they don't like it. We employ a sign painter to do a good, permanent, attractive job, and the merchants like it. They like it so well that we now never have to ask them to let us do it—they ask us instead. The sign painter can do only a limited number each week and we always have a waiting list. That enables us to choose the best stores to bear our sign.

"We believe that whatever we buy or sell, the best is the cheapest in the long run."

Hammond, Standish advertise regularly every other week in the rotogravure section of a Sunday paper having a circulation of over 400,000. They take about five by seven inches of space and feature an action picture, with a single sentence of copy and the Greenfield label and slogan. For some time now they have been running a series in each ad, of which
(Continuing on page 568)

A Utility Product Catches Step with Style Trends

BY R. A. HARDY

Manager Sales Promotion, Paints and Varnish Division,
E. I. DuPont de Nemours & Company, Inc., Philadelphia.

THE introduction of style as a factor in merchandising many commonplace articles has been a striking development during the past year. The DuPont campaign during 1929 has taken advantage of style as a factor in selling another line of staple products—paints. Until recently the appeal in selling paints was largely utilitarian. The property owner painted his buildings because they needed it. Often he waited until the paint was worn off before he would consider repainting.

With a selling appeal based on strict utility we were reaching but a part of the possible paint market. For several years the DuPont company has sponsored the increasing vogue of color as it is applied to interior painting and the decoration of furniture and household articles. We have also noted trends which indicate that many people are more interested in style than in durability and long wear of many things they buy.

A Coordinated Campaign

Early in the year DuPont launched a definite campaign to take advantage of this general and growing interest of the public in color, to merchandise the modern effects resulting from the proper use of our paint products. This campaign is significant because the principle involved applies to many industries which have not taken advantage of it. Also, it is interesting for the reason that we are combining all the selling forces we have at our command, including national advertising, direct mail, sales effort through our salesmen and a carefully arranged plan for dealers to tie up with all these forces.

This campaign is based on a necessity which I think comparatively few manufacturers realize. Since 1922 more radical changes have taken place in general distribution than during the previous fifty years. Most of the old selling appeals have grown trite, and when we talk about manufactured products we find that many items of the same kind are generally described in just about the same language. Therefore, to make our selling appeals more effective we must associate the quality and characteristics of our products with trends and fashions in which the public is interested.



When DuPont saw that the public was becoming more interested in style than in durability they forgot necessity appeals in selling and began to show prospects how to do a correct job of color-harmonizing in their homes. Through capitalizing the increased attention being given color from a decorative standpoint, they are opening new markets.

Last March we began a series of page and spread color advertisements in three of the leading popular magazines. This advertising ran from March to June and was taken up again in September and October. Its purpose was to stimulate interest in exterior and interior decoration, according to the advice of the highest authorities we could find. Our intention was to sell color harmony as a style factor, according to the highest standards.

In addition to our magazine advertising, we employed broadcasting from about forty stations in a national hook-up. This we considered a supplement to our general magazine advertising. The talks are on color harmonies for the home and offer a copy of a special booklet which is briefly described.

Every magazine advertisement carried a coupon calling for this booklet, "Modern Color Schemes for Your Home." A large part of the text of each advertisement is devoted to this



booklet and the advertising illustrations were photographs of the famous architects and interior decorators who furnished us the material for the text. These books are beautifully printed in four colors, with thirty-two pages about eight by ten inches, and cover.

We endeavored to make the text for these booklets as interesting and authoritative as possible, giving readers a choice of numerous harmonious color schemes for many exterior and interior home purposes. In the foreword we called attention to the important influence of color in our lives and emphasized the aid our DuPont Home Decoration Service and our New York-Paris Style Service are offering to the public.

To give added authority to the book we induced four leading architects and four noted interior deco-

rators to select and explain a number of attractive color schemes for our booklet. An illustration of one color scheme designed by each authority is shown, and then we described a number of other schemes applicable to the special designs illustrated. The quality of DuPont's paints is also stressed, and accompanying each illustration we indicate the kind and shade of DuPont paint which will give exactly the effect described.

Many thousands of requests for the booklet have resulted through our magazine and radio advertising. We also hit upon a plan to use local newspapers for one of the most important phases of the campaign—to bring people into the stores of our retail agencies.

For our dealers we bound up a special edition of the booklet in boards, and every dealer is equipped with a number of copies for the purpose of illustrating to customers in his store the various color harmonies he can furnish from his stock. With some dealers we have an arrangement whereby we pay a certain part of their advertising expense. With others we furnish copy and cuts, and they pay the entire cost for space. Since they have a monetary interest in this advertising, and since its appeal is local, we thought it best to describe the booklet in their advertising and advise the public that they may inspect it at the stores of the dealers over whose names the advertising is published.

Importance of Style

Our paints are sold on an agency basis to independent dealers and we endeavor to establish all agencies on a non-competitive basis. In most small towns we have but one dealer, and as we grade up through our territories we appoint dealers who do not directly compete with each other.

Early in the spring we started our salesmen out with a supplement to their regular Proposition Book entitled, "A New Opportunity to Sell More Paint in Your Community." Our men had been given all the selling points of the campaign, but we wanted to provide them with something they could show the dealer that would insure a complete presentation of all points. The supplement covered the subject with a series of questions. With large hand lettering printed in two colors we asked why people buy a new automobile, another radio, new furniture and clothes and a host of other things before they are worn out. The answer in every case is that people buy things they want and want goods that have style.

An interesting phase of the campaign is its application to other lines

of goods. This is graphically shown by another page of the supplement, which proves that style and color are now important factors in the selling of such merchandise as alarm clocks, refrigerators, tea kettles, paring knives, heaters, fountain pens, flashlights, kodaks, thermos bottles, percolators and many other items.

Other pages emphasize this style feature again. We quote business men on style and call attention to the fact that DuPont has created style for many years in fields including wearing apparel with Rayon and dyestuffs, in home furnishings with Duco finished furniture, DuPont Tontine shades, Fabrikoid upholstery and other products. Also in personal articles such as toilet ware, luggage, book covers and hundreds of other articles, and in transportation because Duco has made new styles possible in color schemes for automobiles, Pullman cars and railroad equipment.

Booklet Tied with Dealers

These points are also emphasized and featured in our retail dealer's publication, "The Oval," with other direct advertising to the dealers and further selling material in the hands of our salesmen.

Another tie-up with dealers is our method of handling requests for the booklets. In every instance the booklet goes forward with a letter from our Home Decoration Service, which is intended to sell the booklet by explaining its purpose and calling attention to its authorities. This letter also offers a further service in the solution of individual problems of home decoration, and a postscript carries the name of the nearest dealer.

We send the nearest dealer a folder printed on cardboard, the perforated end of which is an inquiry addressed to the inquirer. This addressing costs us very little because it is accomplished when the names are filled in on the letters. When the dealer gets the folder he simply has to tear off the mailing card, sign or stamp his own name on it, and mail to the inquirer. At the same time we send the salesman a separate slip, giving him the name and address of the inquirer, the name of the dealer to which it has been referred, and a request to note the result after his next call on the dealer and return it to us. This insures that the salesman will discuss inquiries with the dealer, and in the case of important inquiries, will make a special call in the dealer's behalf and endeavor to sell the inquirer for him. A large number of substantial paint orders have resulted from this follow-up. Our

men have secured orders for the painting of the interiors and exteriors of many houses. Once in a while the inquiries lead to large factory orders and we have had many unexpected and highly profitable results.

If a salesman finds that a dealer is neglecting this phase of our campaign, he takes the time necessary to convince him that it is to his interest to mail every card we send him and in many instances to follow up prospects with his personal calls. Usually dealers know who the important buyers are in their territories, and by the time the salesman gets there, have already arranged to have him call and explain our proposition.

The effect on our dealers is more valuable than the volume created by the campaign, although the volume is entirely satisfactory. We are approaching a time when the manufacturer's increase must come from the increased volume of individual retailers. For many years the weakest factor in our distribution has been the contact with the final purchaser. This final contact, we are convinced, is now of the most vital importance to the manufacturer, and probably the most valuable result of our campaign is the manner in which it furnishes convincing evidence to the dealer that our national advertising is really directing profitable business to his store.

Stress Style Plus Quality

In developing our plan we have been careful not to neglect the elements of quality and long wear. In both our advertising and our direct material we have called attention to the chemical control of raw materials which DuPont always has exercised in our manufacturing processes. We have always featured the fact that we have developed many new products and maintained high quality. Our purpose has been to hold all of the volume we have built up by means of our quality appeal and, in addition, hold that large audience of consumers who are more interested in style than in the other appeal. In other words, we believe it possible to establish fashions in house painting and home decoration, and the highly satisfactory results already secured from our style campaign indicate we are realizing this possibility.

4,000 in Paint Sales Course

More than 1,000 students in a sales training course of the Save-the-Surface Campaign, which was inaugurated this week, have received their certificates, the association announced this week. Four thousand courses have been sold. There are three separate lines of study—for wholesalers, retailers and master painters.

Drug Wholesalers and Retailers Form \$100,000,000 Mutual Chain

BY CHARLES J. HAUKE, JR.



Frederick T. Roosa

A THIRD important contender has just entered the battle for control of America's \$1,700,000,000 retail drug trade.

Unlike the chains and the recently established McKesson & Robbins combine, the new Mutual Drug Company, now being formed by Robert R. Ellis and Frederick T. Roosa among twenty-two wholesalers and 15,000 retailers, will be primarily a cooperative organization—in which there will be no stock ownership and in which wholesalers and retailers will participate equally with the sponsors in the profits.

Both the founders of the new Mutual company are outstanding in the drug field. Mr. Ellis is a former member of the board of control of the National Wholesale Druggists' Association, former president of the Hessig-Ellis Drug Company of Memphis, which did an annual business of \$8,000,000 (now included in the new Mutual company) and vice-president of the United States Chamber of Commerce. Mr. Roosa is the founder of an original Mutual company, with

wholesale units with warehouses in Cleveland, Chicago, Detroit, Pittsburgh, Indianapolis, Kansas City and Columbus, and president of URE Druggist, Inc., a retail service organization.

Companies in the Ellis-Roosa group will be known both as the Mutual Drug Company and as URE Druggist, Inc.—the total value of assets of the cooperating companies being estimated at \$100,000,000.

No Exchange of Stock

The wholesalers will not be mutual houses in all cases. Those which are not, however, will operate mutual departments. There will be no exchange of stock—each wholesaler and retailer continuing to own and operate his own business. Retailers will pay \$25 for membership in URE Druggist, Inc., and will deposit a sum equivalent to one week's purchases with the mutual wholesaler. They will not be required to sign contracts and will not be compelled to buy any stated quantity of merchandise. On all merchandise purchased through the organization, however, they will be entitled to maximum discounts.

Mr. Ellis claims that 85 per cent of all sales made by the wholesaler to the retailer are on 25 per cent of the products stocked by the wholesaler. The mutuals in this plan will carry only the fast-moving items; the others will be stocked in four or five warehouses located at strategic points—thus tying up a minimum amount of capital.

No extensive financing is planned at this time, since it is expected that the wholesaler will be able to operate on the deposits made with him by the retailer.

URE Druggist, Inc., owns the Burrough Brothers Manufacturing Company of Baltimore. This company will manufacture products usually sold by the chain store organizations under private labels, for distribution to the retail members of the organization. This list will include such pharmaceuticals as bicarbonate of soda, milk of magnesia, glycerine and boric acid. On these the retailer will obtain a dis-

count large enough to enable him to compete with chain store prices.

In their effort to prevent independent wholesalers and retailers from being forced out of business, by giving them chain buying and selling facilities, the Mutual Drug Company and URE Druggist, Inc., will differ in policy from the two other groups, which, until now, have been outstanding in the retail drug field. Each of the groups wants control for a different purpose. The drug chains, most of which now have manufacturing facilities, must satisfy investment capital with at least a stable dividend. McKesson & Robbins, on the other hand, is combining manufacture with distribution to the advantage of both, but with the McKesson & Robbins organization in control. The Ellis-Roosa group, however, is essentially a mutual or cooperative organization, each element in it retaining its identity but allying with the others in the interest of all.

Difference in Systems

There is some basis for comparison between the plans formulated and adopted by the McKesson & Robbins organization and the Ellis-Roosa group. Neither of these, on the other hand, is comparable with the Nyal, ADS or Rexall systems. Although departures from the accepted methods of distribution, these are essentially agency propositions, covering problems of distribution. Usually the retailer is offered an exclusive agency in a particular territory. Occasionally he is given or permitted to buy stock in the manufacturer's company. He is required to purchase a minimum quantity of that manufacturer's merchandise, but he buys it at a price which shows an exceptionally large profit. This, by the way, is one method of circumventing the law which is aimed against the manufacturer's dictation of the resale price to the retailer.

In order to grasp the significance of these plans, some figures may be of value at this point. There are 61,865 retail drug stores in the United

(Continued on page 564)

Chevrolet Motor
Company
presents —

The Proof



 A Jam Handy
Picture

Evidence of Good Performance

When the Chevrolet Motor Company decided to circulate proof of Chevrolet's six-cylinder performance values, they engaged expert service to help them present the evidence.

Under Chevrolet supervision, the right motion picture for the purpose was planned and produced on schedule, at General Motors Proving Ground.

With the co-operation of Jam Handy Picture Service field representatives it was shown to the men throughout the field and to hundreds of thousands of visitors at Chevrolet exhibits nationally.

Motion pictures of the right kind offer the clearest, quickest way to make effective impressions that carry conviction and supply proof. Jam Handy Picture Service is organized to produce pictures that present ideas clearly and interestingly and to assist in presenting them nationally.

Fourteen years of successful experience has developed a skilled staff of over a hundred persons highly specialized in making industrial motion pictures and lighted still pictures for sales education and service instruction.

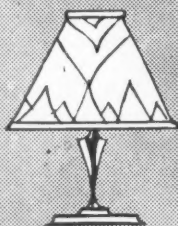
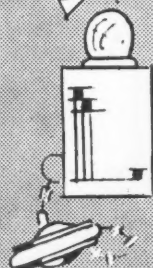
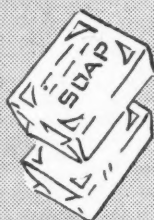
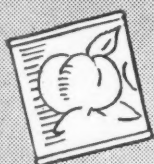
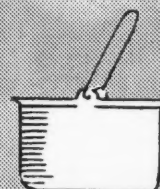
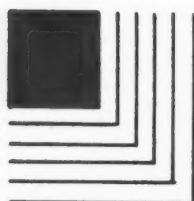
Every picture that we have ever made has helped to accomplish the buyer's purpose.

Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

NEW YORK, CHANIN BLDG.—DAYTON, REIBOLD BLDG.—CLEVELAND, HANNA BLDG.—DETROIT, GENERAL MOTORS BLDG. REGIONAL SERVICE REPRESENTATIVES AT PRINCIPAL POINTS THROUGHOUT THE U. S. STILL AND MOTION PICTURES — PROJECTORS — ANIMATED DRAWINGS — SCREENS — SLIDEFILMS



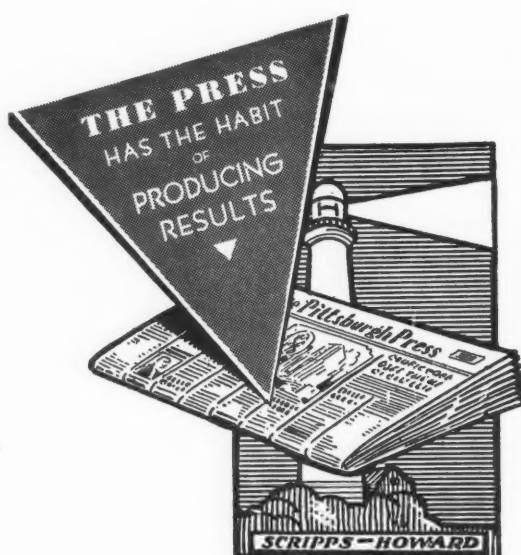
Reaching the Purchaser of the Pittsburgher

She's purchasing from 80 to 90 per cent of all things sold at retail . . . food, clothing, furniture, house furnishings, automobile and motor supplies, tobacco products, beverages, pianos, radio sets, jewelry, electrical goods, perfumes, soaps, drugs, books, paints and varnishes, confectionery, agricultural products and implements . . . almost everything you can mention. Even men's socks and neckties.

In Pittsburgh, a glance at the lineage figures for Beauty Shops, Toilet Requisites and Women's Wear shows the decided prefer-

ence of Mrs. Pittsburgh Consumer for THE PRESS as a constantly reliable shopping guide.

During the first ten months of 1929, Press lineage in these three feminine classifications totalled 973,498 lines practically 58 per





ag Agent r Household

cent of all advertising in these classifications appearing in the three Pittsburgh newspapers.

During the first ten months of 1929, The Press led all Pittsburgh newspapers in 30 out of 37 major classifications . . . convincing evidence that The Press Has the Habit of Producing Results.

Measurements by Media Records, Inc.
and exclusive of advertising in national
magazine section distributed by
second evening and Sunday paper.

The Pittsburgh Press

A SCRIPPS - HOWARD NEWSPAPER

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS - HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
. . . OF THE UNITED PRESS
and of
MEDIA RECORDS, INC

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS DETROIT PHILADELPHIA BUFFALO ATLANTA

Warehouses Adopt Simplified Methods to Speed Handling of Goods and Pare Costs

New ways of eliminating the waste motions in the physical side of distribution were outlined in the first part of Mr. Webster's article. In the second half, he shows how railroads, newspapers, communities, and advertising agencies can capitalize on improved warehousing methods now available.

BY RICHARD WEBSTER *

*Vice-President, Reimers & Whitehill, Inc.
New York City*

BETTER physical distribution means a great deal to the railroads of today and it will certainly mean even more to the fewer, larger, modified-by-merger railways of tomorrow or next year. Everything that has been wrong with physical distribution has been blamed on the railroads, except when it was blamed on Congress and the I. C. C. for failing to set traffic rates which would permit manufacturer and seller to make a profit even if the railways made none. I understand that the railroads since 1920 have increased ton miles a train hour 47½ per cent, hourly speed freight 20 per cent, and traffic an employee 12 per cent.

Why don't the railroads tell the business men this story of their achievement? Why don't they explain that there are more elements in physical distribution than freight and more to the costs of physical distribution than freight rates? Why don't they tell the world either how they are planning to take care of the other elements in physical distribution, or what the public warehouses are doing? What about an advertising campaign from the railroads that would put over this: "We railroads and the public warehouses are both public servants, ready at a minute's notice with enormous facilities and equipment for any call and any requirement

—and the cost to you begins when you use the service, stops when you are through." And wouldn't this be something like the Bell telephone system public relations policy in that it would protect the railways from government management on the one hand, and from too much small competition on the other?

Among local factors that can help public warehouses—and be helped by them—are Boards of Trade and Chambers of Commerce that are advertising plant sites. Why should they be satisfied with selling the size and wealth of the local market? Why not describe also its accessibility—that it is possible for a manufacturer's goods to be brought there easily and cheaply and to be delivered to dealers and consumers profitably? Points on the Hudson River with low water rates all the way from the Pacific Coast through the Canal, Lake ports, especially Buffalo at the end of the Lakes nearest the large markets of the country—all these have an advantage in incoming water shipments that means low cost on goods to be consumed in these markets. If Boards of Trade advertising such cities can tell in addition a good story of water-side warehouses, equipped to store and deliver at low cost to the surrounding territory, and if they tell these two sales stories, won't they be sure to attract branch offices and the business they want?

Regional organizations like the New England Council, for example,

would do well to make a study of public merchandise warehouses throughout their territory and put this information at the disposal of manufacturers whom they are soliciting to establish branch offices or undertake intensive zone selling in their territory.

Large city newspapers in order to get national advertising accounts must sell markets, local or zone. They have talked size of market, its power to buy and consume. Why don't they tell, so definitely and concretely that it will mean something to any manufacturer or sales manager, the story of local transportation facilities, rail, water or any other means of bringing in goods, and then in addition the warehouse and delivery service throughout the city and its subsidiary territory?

Newspapers' Opportunities

The newspapers furnish sales managers with route lists for salesmen to simplify the motion of missionary crews. Why do they not take up the task of easing the physical flow of goods? Why not route lists for that? How easy it would be for the soliciting staff of a great metropolitan daily to use such novel, simple, tangible material as this to demonstrate to manufacturers the profit there is in working intensively a few metropolitan markets, instead of scattering efforts all over the country. The big city warehouse can be a powerful sales aid to the advertising department of a metropolitan daily or Sunday paper in drawing attention to the advantages of high-spot distribution over scattering with "national" advertising.

Here is a possible method of inducing sales and advertising managers to begin with metropolitan selling instead of leaving New York and Chicago to the second or third line of attack after an intensive effort in small towns, where newspaper circulation cost more a thousand and where the market once gained does not help win other markets the way a metropolitan market does. If the newspapers do not seize this opportunity, I

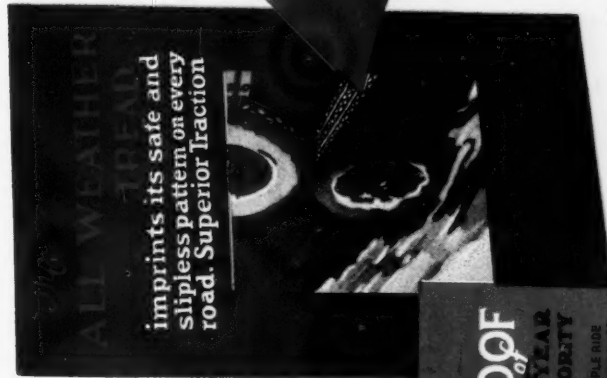
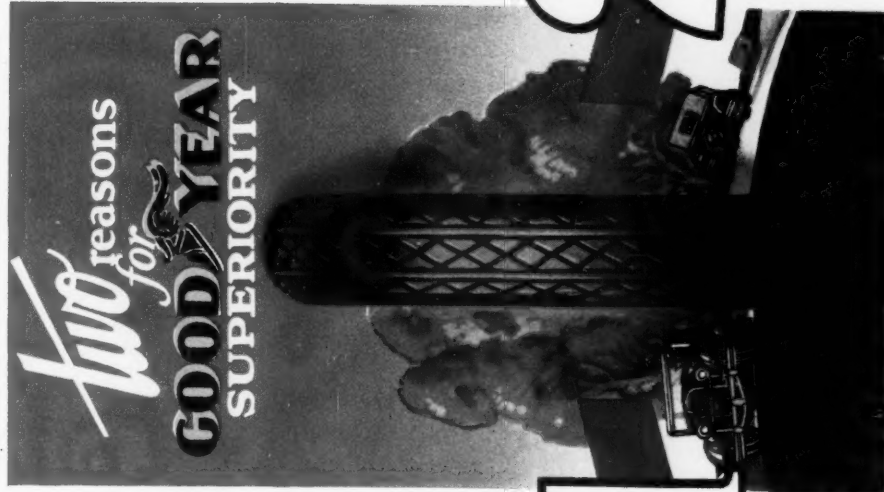
(Continued on page 570)

*The first part of this article appeared in the December 14 issue of SALES MANAGEMENT.

COLOR PRINTING HEADQUARTERS

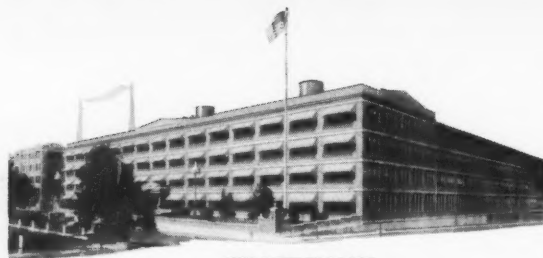
Our Product helps
sell Auto Tires

We can help sell
your Product too

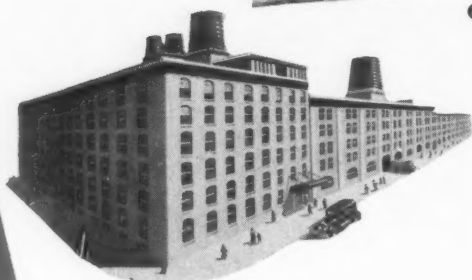


Dominant sales factors, simply portrayed in a very modern and
unique manner, make this display a decidedly valuable sales assistant.

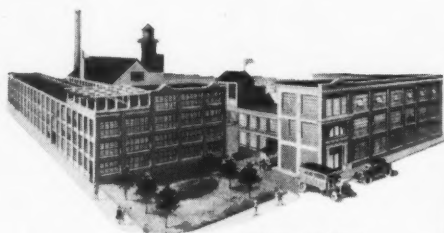
THE UNITED STATES PRINTING & LITHOGRAPH CO.
CINCINNATI BALTIMORE BROOKLYN



CINCINNATI



BROOKLYN



BALTIMORE

EVERYBODY who sees the store display shown on the other side of this insert will be reminded of the Goodyear advertising in The Saturday Evening Post. The tie-up is obvious.

It's a real, he-man piece of collateral material with a selling urge that makes itself felt in the daily sales sheet.

Such plus value in sales promotion advertising is naturally to be expected from an organization privileged to serve a majority of the representative businesses in the country.

There is the wider experience from which to draw ideas and inspirations; and three separate plants, each one devoting its time and energies to one form of color reproduction.

You will get this unusual experience, service, and results when you call in the U. S. representative. And his opinion is unbiased, for he holds no brief for color printing as against color lithography or vice versa. He sells both.

One of these representatives is within convenient reach of you in one of our sixteen branch sales offices.

SERVICE OFFICES

in following Cities:

Baltimore . . . 25 Covington St.
 Boston . . . 80 Boylston St.
 Brooklyn . . . 79 North 3rd St.
 Chicago . . . 130 North Wells St.
 Cincinnati . . . 15 Beech St.
 Cleveland . . . 1104 Leader Bldg.
 Detroit . . . 7915 Indiana Ave.
 Indianapolis . . . 414 Traction Bldg.
 Kansas City . . . 1306 Waldheim Bldg.
 Minneapolis . . . 433 Palace Bldg.
 New York . . . 110 Hudson St.
 Philadelphia . . . 437 Chestnut St.
 Pittsburgh . . . 609 Renshaw Bldg.
 San Francisco . . . 112 Market St.
 Seattle . . . 1107 Hoge Bldg.
 St. Louis . . . 413 Frisco Bldg.

MANUFACTURERS of

Art and Commercial Calendars
 Broad­sides · Booklets · Blotters
 Book Covers · Display Posters
 Catalogs · Circulars · Cutouts
 Car Cards · Display Containers
 Folders · Folding Boxes · Fans
 Fine Art Prints · Letterheads
 Festoons · Inserts · Wrappers
 Labels · Menu Cards · Novelties
 Offset Lithography · Post Cards
 Package Slips · Window Trims
 Show Cards · Window Pasters
 Hangers · Posters · Trade Marks
 Poster Stamps · Transparencies

THE UNITED STATES PRINTING & LITHOGRAPH CO.

COLOR PRINTING HEADQUARTERS

Joint Life Insurance Program May Follow Research Report

A research program to determine the advisability and the methods of a proposed cooperative advertising campaign, in which many of America's largest life insurance companies would cooperate, has nearly been completed under the auspices of the Life Insurance Sales Research Bureau of Hartford, cooperating with a committee of insurance executives, headed by M. A. Linton, vice-president of the Provident Mutual Life Insurance Company, Philadelphia.

The bureau believes that a campaign involving an annual appropriation of not less than \$500,000 would be effective in securing more business and better types of agents, in reducing termination of policies, unit cost of selling and political interference, and in prolonging life.

At present, Mr. Linton told SALES MANAGEMENT, thirty-two companies have expressed their interest in the campaign.

"If a proposed conference of companies becomes a reality," he explained, "further plans will then be made."

The research work has been under way for two years. One hundred and thirty-four companies are aiding in the work of the bureau.

Union Tobacco Seeks to Relinquish Brands

The Union Tobacco Company, which holds several leases on cigarettes and tobacco from the American Tobacco Company, has recommended in a letter from directors of the company to its stockholders the calling of a special meeting December 27 to surrender the leases and to assume the functions of a holding company. The brands which would be returned to the American Tobacco Company are Herbert Tareyton, Capstan, Three Castles and Melachrino cigarettes, and Wills Latakia, Travelers and Sweet Chestnut tobaccos.

Since the leases were made three years ago, explained Jesse R. Taylor, president of the company, the Union company has spent \$1,300,000 in advertising these brands.

To Sell Electric Appliances

Sno-Ko, Inc., San Francisco, has acquired the manufacturing and sales rights of the Rite-Way Washer Company, Ltd. and will expand its scope to include not only the Sno-Ko soda fountain service machine, but other electrical appliances.

Congratulations, Mr. Erk

H. D. Erk, sales promotion manager of the Lape & Adler Company, Columbus, Ohio, has been chosen as winner of the Winton Watch, offered by the Hipp, Didisheim Company, for help in settling one of their credit problems with retail merchants. Mr. Erk's letter was picked by the judges from hundreds of excellent letters submitted in the contest, conducted by SALES MANAGEMENT, which closed December 1.

Ed Wolff, treasurer of Hughes, Wolff & Company, also deserves our congratulations, for honorable mention. Mr. Wolff's letter was picked for first place by one of the three judges and mentioned as an excellent piece of work by another.

The winning letter and other letters considered particularly good will appear in next week's issue of SALES MANAGEMENT.

Harvard Announces Jury for Advertising Award

The jury for the 1929 competition in the Harvard Advertising Awards is to be announced in Cambridge by Dean Wallace B. Donham of the Harvard Graduate School of Business Administration, Monday. It is made up of the following:

Frank A. Black, William Filene's Sons Company, Boston; Don Bridge, Indianapolis News; Lee H. Bristol, Bristol-Myers Company; Allan Brown, Bakelite Corporation; Ray H. Griswold, the Griswold-Eshleman Company, Cleveland; Robert L. Johnson, Time, New York; William A. Kittredge, the Lakeside Press, Chicago; Bernard Lichtenberg, Alexander Hamilton Institute; Joseph Platt, Delineator, New York; Raymond Rubicam, Young & Rubicam, Inc.; Melvin T. Copeland, professor of marketing and Neil H. Borden, associate professor of advertising, Harvard Business School.

The jury will meet in Cambridge the latter part of January, to consider the material—the winners being announced at a dinner there some time in February.

New York Sun Names Clark

Henry Kendall Clark has been appointed Western director of the New York Sun and Frank A. Munsey Company, to succeed the late Charles H. Stoddart, who died recently. Mr. Stoddart had served the Frank A. Munsey Company for forty-seven years, and the Sun for thirteen years. Mr. Clark had been assistant director at Chicago for twelve years. He is a former president of the Newspaper Representatives Association of that city.

Technicolor Will Start First Campaign Soon on \$600,000 Budget

Starting with a three-page color insert in the *Saturday Evening Post* for January 11 (which will cost, exclusive of plates and art work, \$34,500), and running throughout the year in the *Post*, in about eight motion picture "fan" magazines and seven trade journals, Technicolor, Inc., manufacturers of a process for presenting motion picture films in color, announced this week plans for its first advertising and publicity campaign.

The program directed by the Erickson Company, New York, will cost about \$600,000.

Although the Technicolor process is eleven years old and has been technically effective for the last six, the expansion of the company has taken place almost entirely since 1927. At that time its assets were valued at about \$1,500,000. Today, on the basis of the price of its shares on the New York Curb Exchange, Technicolor, Inc., is worth about \$40,000,000. One hundred pictures are scheduled to be made with the process by Paramount, First National, Warner Brothers and several other producers next year.

Coast Cities Inaugurate \$54,000 Campaign

The Board of Supervisors of Alameda County, California, comprising the cities of Oakland, Berkeley and Alameda, and environs, has just approved an appropriation of \$54,000 for an all-newspaper advertising campaign. The campaign, to continue until July 1, will run chiefly in metropolitan dailies and will emphasize the industrial, agricultural, educational and transportation advantages of the county.

The \$54,000 is part of a fund of \$92,000 for advertising—the rest of which is being used for entertaining conventions and assisting local expositions.

Detroit Aircraft Forms New Glider Division

With the acquisition last week of Gliders, Inc., Detroit Aircraft Corporation, Detroit, has established a special division for the manufacture of these products.

The company expects to manufacture about 1,000 gliders next year, said E. S. Evans, its president.

*104 more pages—
from 24 key*

> > > *DELIN*

(Average net paid guarantee of

a \$1,231,000 increase y advertisers

Twenty-four key advertisers used 142 pages in Delineator in 1929. They have already bought 246 pages for 1930.

Twenty-four key advertisers invested \$1,119,000 in Delineator in 1929. They have already bought \$2,350,000 in space for 1930.

104 more pages—1,231,000 more dollars—from 24 discerning advertisers!

Strikingly tangible evidence of the growing recognition of the value of

N E A T O R < < <
e of 2,300,000 circulation in 1930.)



WESLEY A. GILMAN has been elected a vice-president of N. W. Ayer & Son, Inc., at Philadelphia. Mr. Gilman has been manager of the agency's Boston office. . . . W. L. DOTT, formerly vice-president of the George L. Dyer Company, New York and Chicago advertising agency, is now vice-president of Cleveland & Shaw, Inc., New York. . . . MILLARD WATSON, assistant director of advertising of the Doughnut Machine Corporation, New York, has joined the advertising staff of the export division of Vick Chemical Company, there. . . . JOHN F. CARTER, for seven years a member of the Western sales staff of *Physical Culture Magazine*, has been appointed Western advertising manager, at Chicago. . . . MISS HELEN TAYLOR, for twelve years head of the general data department of the Association of National Advertisers, has joined the research staff of Federal Advertising Agency, Inc., New York. . . . ROBERT H. FLAHERTY has been transferred from St. Louis to Atlanta as manager of the office of the D'Arcy Advertising Company, Inc., there, succeeding A. S. GALE, resigned. R. F. LYNES, formerly factory sales and advertising manager of the Gardner Motor Company, Inc., St. Louis, is now a member of the contact and service staff of D'Arcy, there. . . . ARTHUR N. DAY, recently with the Emery Advertising Company of St. Louis and previously with Fuller & Smith, Cleveland, will handle market surveys, merchandising plans and service of accounts, with Beecher-Maxwell, Inc., St. Louis. . . . FRED J. CHLUPP has become assistant sales manager of the Pabst Corporation, Chicago. He was in charge of national advertising for the Milwaukee *Sentinel*. . . . CHARLES PRESBREY, vice-president of the Frank Presbrey Company, New York agency, has been elected a director of the Underwriters' Trust Company, there. . . . SUMNER COLLINS, at one time promotion manager of the *Wisconsin News*, Milwaukee, and more recently promotion manager of the Pittsburgh *Sun-Telegraph*, has joined the copy service division of the Milwaukee *Journal* promotion department. . . . M. A. MAEGER, now associated with the Criterion Service as special representative serving radio accounts, was previously with Barron G. Collier. . . . ABBOTT KIMBALL, managing director at New York of Lyddon, Hanford & Kimball, is sponsoring an exhibition of foreign advertising posters which is running at the Art Center, New York, until December 21. . . . JULES LEVY, of the Acme Direct-Mail Service, was recently elected president of the Chicago Mail Advertising Service Association, succeeding HENRY C. DOSCH, resigned. A. M. KANASKE is vice-president and JOSEPH H. ROBINSON a director. . . . A. L. ERICKSON, who was art director of Armour & Company, Chicago, has joined the technical publicity department of Union Carbide Company there. . . . P. F. HOLDEN, formerly with Sears, Roebuck & Company and General Motors Corporation, and more recently vice-president of Clarence Sullivan & Company, has been appointed assistant to the president of the Remington Automatic Quotation Board Corporation, New York.

Leonard Refrigerator Promotes Jaeger; Plans Expansion

Arthur H. Jaeger, secretary and sales manager of the Leonard Refrigerator Company, Grand Rapids, has been appointed first vice-president. He will continue to direct sales.

Mr. Jaeger joined the organization in March, 1926, as assistant sales manager—having previously been with the Hotpoint Electric Heating Company. He is a former president of the Chicago Sales Managers' Club.

The Leonard company is now making plans for the production of 6,000 refrigerator cabinets daily—nearly three times the capacity of 1929.



Arthur H. Jaeger

A "substantial increase" in the company's advertising appropriation, involving magazines, direct mail and sales promotion activities, will be made next year, Mr. Jaeger said.

The company will discard all non-insulated refrigerators and is now developing a new line of steel models in color and with new features—among them a safety signal and automatic door opener. "Some possible additions" are contemplated in the sales organization, Mr. Jaeger said. Leonard is now supplying several of the largest refrigerator manufacturers with their cabinets.

John W. Longnecker, advertising manager of the Hartford Fire Insurance Company, has been appointed chairman of a special committee of the Association of National Advertisers to study the cooperative advertising methods of national and local advertisers.

Account Changes

IRELAND AIRCRAFT, INC., Garden City, Long Island, Ireland amphibian airplanes, to William H. Rankin Company, New York.

STERLING SILVERSMITHS' GUILD OF AMERICA, New York, to Kenyon & Eckhardt, Inc., there.

KOLYNOS COMPANY, New Haven, Kolynos tooth paste, foreign advertising account, to Jordan Advertising Abroad, Inc., New York, effective January 1.

FAFNIR BEARING COMPANY, New Britain, Connecticut, ball-bearing spring shackle account, to Dorrance, Sullivan & Company, Inc., New York. Magazines and trade papers.

HOFFMAN HEATER COMPANY, Louisville, to William H. Rankin Company, effective January 1.

KRISTEE MANUFACTURING COMPANY, Akron, rubber products, to Ruthrauff & Ryan, Inc., Chicago.

MEYERCORD COMPANY, Chicago, decalcomania transfers, etc., to Vanderhoof & Company, there. Trade and consumer magazines, beginning in January.

AMERICAN CIRRUUS ENGINES, INC., Detroit, to the Fred M. Randall Company, there.

AMERICAN TERRALYTE COMPANY, INC., New York, Terralyte paints, to Campbell, Lowitz & Whiteley, Inc., there.

MARY T. GOLDMAN, Saint Paul, hair preparations, to the D'Arcy Advertising Company, St. Louis. Mary T. Goldman was recently bought by the Monroe Chemical Company of Quincy, Illinois.

LAMBERT-FESLER, INC., St. Louis, Dew, Crystal Pure deodorant, to the D'Arcy Advertising Company, there, effective January 1.

BOOTH'S HYOMEI COMPANY, Ithaca, New York, Hyomei, Mi-on-a and other items, to Burton Bigelow, Inc., Buffalo. Newspapers.

FRENCH ELECTRIC COMPANY, New York, Phonak hearing-aid for the deaf, to Cowan & Prindle, Inc., there.

QUAKER SHIRT CORPORATION, New York, to the Arthur Rosenberg Company, there. Magazines.

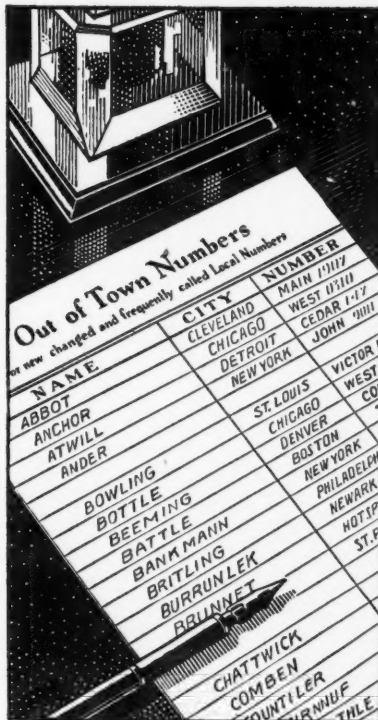
ZENITHERM COMPANY, INC., New York City, floors and walls, to Samuel C. Croot Company, Inc.

KENT BRUSH SALES CORPORATION, New York City, to Carter Advertising Agency, there.

BESTEVER PRODUCTS COMPANY, Chicago, to Brinckerhoff, Inc., there. Magazines.

BURDEN IRON COMPANY, Troy, New York, to Briggs & Varley, Inc., there.

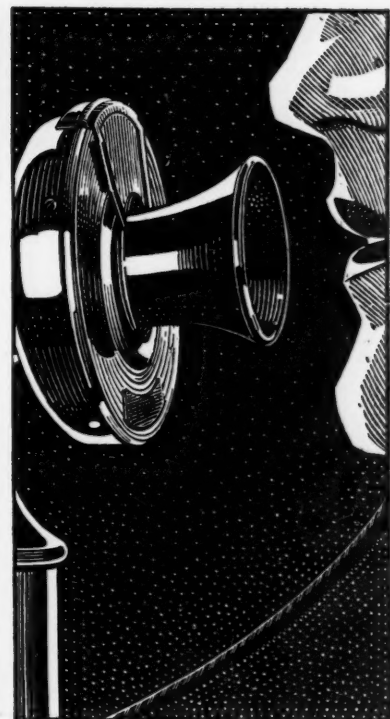
3 simple Suggestions for Telephoning between Cities



*Call by number, whenever
you can*



*Call during the less crowded
hours of the business day*



*Speak distinctly and directly
into the mouthpiece*

HERE are three simple suggestions that are almost sure to help you in getting the most out of your telephone calls between near and distant towns.

Call by number, whenever you can; it will save your time. It is useful to know the number, especially for calls that you may make frequently. "Information" will gladly give you the number of any person or concern you wish, so that you can make a note of it for the future. It is a convenience to your customers to print your own telephone number on your letterhead.

Make your calls when the men you want to reach are likely to be less busy.



Try calling before 9.30 in the morning, between noon and 2, or shortly after 4.

Third, speak distinctly into the telephone, keeping your lips close to the mouthpiece. A natural speaking voice such as you use in talking to a man across your desk makes distant calls as clear as local calls.

Remembering these three points will make your telephone service easier and better than ever.

Inter-city calls are ideal for making appointments. Following up visits. Clearing away misunderstandings. Completing buying and selling transactions. Bell Telephone Service is *Convenient . . . Economical . . . Universal.*

\$333,000 Campaign for Philadelphia to Start Soon

An advertising campaign, involving an expenditure of \$333,000 annually for the next three years, will be launched next month by the Philadelphia Business Progress Association, through the Hancock Payne Advertising Organization there.

The principal appeals will be based on Philadelphia's tidewater port, and the stability of its labor, the city having nearly 500,000 homes, about 40 per cent of which are owned by their occupants. The geographical, industrial, commercial, financial, recreational and institutional features of the city will form the "background."

The campaign will start in double-page spreads in the *Saturday Evening Post*, full pages in *Review of Reviews*, *Time* and *Nation's Business*, and large city newspapers.

Business papers will be added to the schedule next summer. Direct mail is also included in the \$333,000 appropriation.

The advertising committee of the association is headed by Cyrus H. K. Curtis.

Santa Fe Keeps Promotion Program "on Even Keel"

"The advertising budget for 1930 of the Atchison, Topeka and Santa Fe Railway Company will be about the same as this year," W. H. Simpson, assistant general passenger agent, Chicago, advises SALES MANAGEMENT. "In other words," Mr. Simpson explained, "we are going ahead on even keel. However, should 1930 conditions make it seem wise to spend more money for publicity, we will not hesitate to do so."

"Four 'headliners' continue to demand our attention—the Grand Canyon, the Indian-detour and Harveycar Motor Cruises, the Chief and the Fred Harvey service."

"In the magazines we are experimenting with color to a reasonable extent. "We are not using radio broadcast as yet."

Winningham Expands Abroad

E. L. Slater and C. A. Kelso of C. C. Winningham, Inc., advertising and merchandising counsel, sailed for London last week, to establish an office of the agency there to service the European business of its clients, particularly the Hudson Motor Car Company, with Mr. Slater in charge. Mr. Kelso, export manager of the agency, will travel in Europe for three months to make further European connections.



B. I. Graves

Associated Oil Appoints Graves Sales Manager

B. I. Graves has been advanced to general sales manager, and P. E. Allan, manager of domestic sales of the Associated Oil Company, San Francisco.

Mr. Graves has been with the company for twenty years, having started in the pipe line department as assistant chief clerk. After several other positions, he went to China in 1922 as general Oriental representative. Four years later he was made assistant to the vice-president in charge of sales, and in 1928 became manager of fuel oil cargo and export sales.

Mr. Allan will have jurisdiction over domestic sales of white and lubricating oils, and of the advertising department. He has been in the company fifteen years—since 1925, assistant sales manager.

J. H. Lewis, who has been sales manager of the Central region, is now assistant domestic sales manager.

W. A. Reanier has been placed in charge of the Central department, including the territory from the Oregon line to the Tehachepi and east to Salt Lake City; H. A. Jackson is sales manager of the Washington department, R. H. Cook of the Oregon department, and Ford King has been transferred to Oakland from San Francisco, as assistant to Mr. Graves.

The name of the *Chilton Catalog and Directory* has been changed to *Chilton Automotive Multi-Guide*. The first issue under the new name will appear in April, 1930.

Magazine Advertising in 1929 Sets Record; Radio Also at Top

Magazine advertising beat all previous records in 1929. Total revenues from that source of the eighty-eight periodicals counted by Advertising National Records amounted to \$203,776,000, compared with \$183,606,000 in 1928. All other years but 1927, which equaled 1928, were still farther outdistanced. The December volume—\$17,993,000—was 21 per cent better than that of December, 1928. (For the weeklies, it should be explained, these records cover the twelve months ended November 30.)

Drug and toilet article companies paid the largest bill for the year, \$35,055,000, 17 per cent more than last year. Foods and food beverages were second with \$27,187,000, practically the same as in 1928. Automotive industries were a close third, \$26,343,000, a 15 per cent advance. The other member of the big four group, housefurnishings and furniture, spent \$19,554,000, a gain of 9 per cent. The total for this group accounted for more than half of the entire sum expended this year in these particular magazines.

Other big advertising industries ranked as follows: Building material, \$10,478,000, up 8 per cent; soap and household supplies, \$9,212,000, up 6 per cent; clothing, \$7,733,000, up 3 per cent; travel and amusement, \$7,141,000, up 17 per cent; stationery and books, \$6,122,000, up 9 per cent; tobacco products, \$5,682,000, up 12 per cent; radio, \$5,617,000, up 7 per cent, and jewelry, \$5,307,000, up 8 per cent.

The largest volume of advertising was carried in April, October, and November—\$20,445,000, \$19,750,000, and \$19,582,000, respectively. The lean months were January and August—\$12,220,000 and \$12,076,000, respectively.

The six national farm magazines had a total for the year of \$11,093,000, compared with \$10,439,000 in 1928. Their largest classifications were automotive, \$2,370,000, up 37 per cent, and machinery and supplies, \$1,493,000, down 2 per cent.

Radio broadcast advertising over the two big national networks took \$1,908,000 in November, a gain of 65 per cent; for 11 months, \$16,761,000, a gain of 82 per cent. It was used mainly by radio companies, which spent \$3,403,000; food companies, \$1,790,000; drug and toilet companies, \$1,713,000, and automotive, \$1,567,000.



Points of Usefulness and Advantage

Publishers' Co-operation!

The publishers of the more than 5,000 advertising mediums listed in STANDARD RATE & DATA SERVICE realize how unfailingly American Industry depends on the Service for accurate information regarding their publications.

It is natural, therefore, that publishers co-operate wholeheartedly in keeping us constantly informed of even the slightest changes in data which may affect their listings.

Not a day passes that we do not receive scores of notices of contemplated changes in rate card information by telephone, telegraph and mail. These changes are immediately passed on to subscribers by bulletin.

This co-operation on the part of publishers is a mighty factor in maintaining the high standards of efficiency found throughout the service.

STANDARD RATE & DATA SERVICE
The National Authority
536 LAKE SHORE DRIVE
CHICAGO

Special 30-Day Approval Order

Standard Rate & Data Service,
536 Lake Shore Drive,
Chicago, Illinois

.....192..

You may send us—prepaid—the current number of Standard Rate & Data Service, including the Radio Station Section, with all bulletins since it was issued, which we are to have the privilege of using 30 days.

If we are not convinced of the value of this Service at the end of that time, we shall return the issue and our obligation is ended. Otherwise, you may consider us subscribers and send a revised copy each month for one year. It is to be maintained by bulletins issued every other day, and we understand the cost is \$30.00 per year (Canada and Foreign \$35.00).

Firm NameStreet Address

CityState

Individual Signing OrderOfficial Position

The STANLEY WAY



THE SUCCESS

of a sales message is in its power to get the undivided attention of important "buying" executives or a multitude of consumers. The Stan-A-Phone Portable Talking Picture Unit does this admirably—appealing to man's two most sensitive faculties—the EYE and EAR. A Stan-A-Phone Unit costs but \$250, with prices of amplifiers for various halls or rooms supplied on request. Compact, practical and easily transportable, Stan-A-Phone projects talking films in a small sales office or in an auditorium seating 700.

In Silent Films, Too,

we are serving America's foremost advertisers. Let us study your problem and suggest how it can be profitably adapted to a talking or a silent motion picture campaign. Write for particulars to

STANLEY FILM ADVERTISING CO.
220 West 42nd Street New York City

Drug Wholesalers and Retailers Form Chain

(Continued from page 552)

States. Of these, 4,053, or less than 7 per cent, are owned by 523 drug chains, but these stores do 22 per cent of all the retail drug business, according to Department of Commerce estimates. Expressed in money, this figure is about \$374,000,000.

The new McKesson & Robbins organization started with fifteen wholesalers. Additional wholesalers were admitted until, in September, 1929, a total of sixty-one was announced by the company. At that time 16,981 retailers had also signed. This, the company claimed, gave it a purchasing power in excess of \$200,000,000, which is larger than that of all the drug chains combined. More than 100 manufacturers are involved in the plan, and the McKesson & Robbins advertising for these manufacturers is reaching 38,000,000 people through newspapers and 60,000,000 people over the radio. There is also a window display service for the manufacturer in most of the stores of these retailers. The company attempts in every case to obtain at least one window for a year. The retailer is not required to buy a minimum quantity of merchandise through McKesson & Robbins, but on most of the items purchased he receives a discount of 10 per cent off the list price and 1 per cent of the amount of the invoice if it is paid on or before the tenth of the month following distribution.

Substantial Increase

The McKesson & Robbins financing was done through New York bankers. During 1928 net sales were \$83,867,835, and for the first six months of 1929 \$63,636,279, a substantial increase.

There are now about 300 service drug wholesalers in this country, 254 of whom are, or were, members of the National Wholesale Druggists' Association. Of these, sixty-one have been acquired by McKesson & Robbins through an exchange of stock. There are about forty so-called co-operative wholesalers, and it is believed that most of the Ellis-Roosa wholesalers will be drawn from this group.

In addition, however, the plan calls for presentation of the proposition to service wholesalers. Each of these will be expected to organize and operate a mutual department.

Headquarters have been opened in Cleveland. The Mutual Drug Company has already started and expects soon to be nation-wide in scope.

For RENT *in* 1930



The present building of The New York News in downtown Manhattan

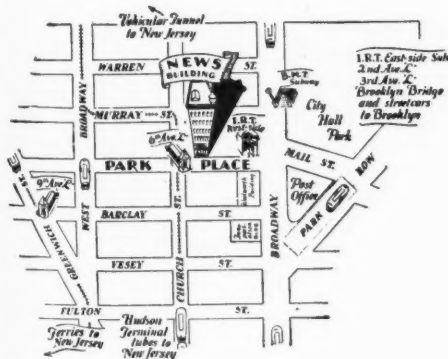
Due to growth beyond all plans or expectations, The News has been forced to erect its own building on East 42nd Street, and in the early Spring of 1930 will vacate its present quarters at 25 Park Place. Leased in 1920 for 21 years, the building is available for sub-leasing for eleven years. It is especially suitable for a firm desiring an independent office building in downtown New York, a firm whose business requires a combination of office space, storage, service facilities and light manufacturing, printers, publishers or electrotypers, distributors of electrical supplies, radio, phonographs, hardware, cigars, cigarettes or drug products or exporters and importers.

THE BUILDING—is a five-story loft building with basement and sub-basement. It has a 66' 7" frontage at 23-25 Park Place and runs north through the block, with a 50' frontage on 20-22 Murray Street. The depth is 150'. The gross area per floor is approximately 9,570 square feet, giving a total floor space of about 67,000 square feet. New concrete foundations were put in to hold The News presses, consequently basement and sub-basement are suitable for heavy machinery or heavy storage. The third floor has been reinforced for the News composing room and will stand weights in excess of 120 pounds per square foot. The building is wired for a capacity of 550 k. w., suitable for heavy power. There are six photographic developing rooms on the second floor, and four dark rooms especially built for quantity photo production on the fourth floor. The fullest fire protection has been secured by a sprinkler system throughout, frequent fire boxes, fire proof doors, etc. The building is steam heated by the New York Steam Company, and has inlets for steam in excess of actual heating requirements, as the pressure is required for the operation of our stereotyping tables. The first or street

floor is 20 feet high. The basements, second and third floors are equipped with special ventilating systems.

LOCATION—The News building is situated between Broadway and Church Street, diagonally across from the Woolworth Building. The Park Place station of the west side subway is on the corner of Broadway. The Brooklyn Bridge station of the east side subway is a block away across City Hall Park. The Park Place station of the 6th Avenue elevated road is on the Church Street corner. The Hudson Tubes are only three blocks away in the Hudson Terminal Building on Church Street. West Street and water front facilities lie two blocks to the west. The downtown post office is at Park Place and Broadway. Both frontages of the building permit shipping and loading. The building has a passenger elevator and freight elevator.

THE RENTAL—is extremely low for this location—less than sixty-five cents net per sq. foot. This rent is below the average for comparable properties as favorably situated. Lessee wishing to occupy part of the building and sub-leasing the rest will be able to do so easily.



Inquire of your own broker, or

CHARLES F. NOYES COMPANY, Inc.

225 Broadway, New York

Phone BARclay 2000

{FLOOR PLANS ON REQUEST}

“WIE”

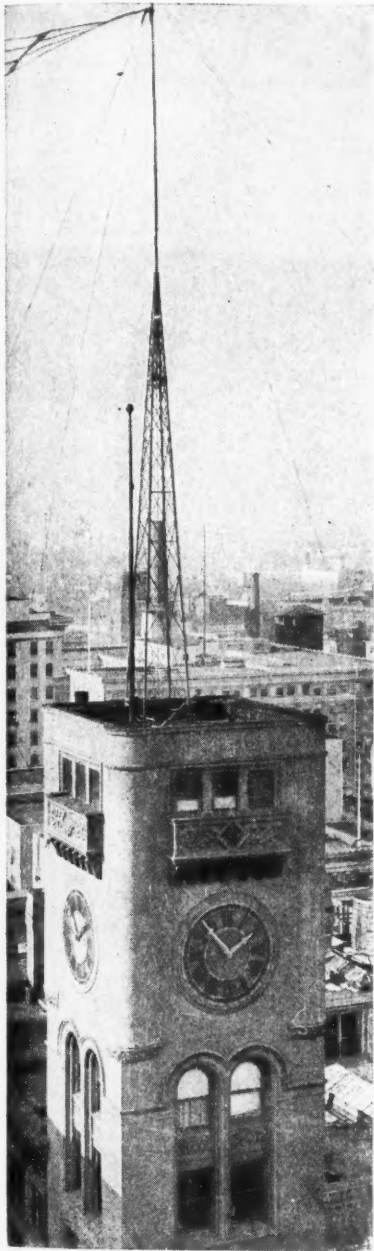
“MARKETS ARE PEOPLE, NOT PLACES”:
“Scientific selling and advertising have become more potent in their effect. . . .

Through study of statistics, advertising methods have been improved and changed to meet new demands and conditions. . . . Markets are people, not places”—fragments of sentences detached from a notable article by the Assistant Secretary of Commerce. Dr. Klein writes here as a historian who traces the course of events and weighs their causes. He has seen industry mastering the problems of supplying the means of satisfying human wants. He is now concerned with its problems of distribution. They are being solved, he believes, by salesmanship in all its forms, perfected through intelligent examination of pertinent data. . . . To this nothing has contributed so much as the realization that markets are nothing but people. There is no more obvious truism. Yet few analyses of unsuccessful efforts to market goods find any other explanation than failure to think of markets in terms of human beings not only endowed with needs and desires, but controlled by ability to buy and characteristic tastes and habits. It is comprehension of this fact that is making selling and advertising more potent; and it is because study of statistics discovers groupings of people and their distinguishing peculiarities that advertising methods have been changed to meet new demands and conditions. We have become a nation of great traders because we have learned that selling, like every art, demands of its votaries understanding of fundamental principles as well as proficiency in technique. . . . Napoleon taught us that military victories went to generals who knew how to assemble superior forces at the point of contact. That principle we are practicing in trade.

PUBLISHERS AND EDITORS TO THE FORE:
The twenty business leaders representing major industries chosen by Julius H. Barnes as an executive committee to carry out President Hoover's stabilization plan include a newspaper publisher, Harry Chandler of the *Los Angeles Times*, and a magazine editor, George H. Lorimer of the *Saturday Evening Post*. From two angles this is significant. The selection of a publisher emphasizes the place which advertising has gained as a major factor in the development and control of business. The appointment of an editor, whose field is co-extensive with all human activities and emotions, recognizes business's dependence on its public relations. . . . Explaining the make-up of the committee, Mr. Barnes says he was influenced by geographical considerations, but mainly by evidence of breadth of experience. A few years ago the latter requirement would have been an effectual bar to news-

paper or magazine men. For while some of the publishers and editors of a former decade undoubtedly possessed this qualification, the business world regarded them as outside the broadest field of practical affairs. Today no one questions their fitness as guides in the conduct of business or as representatives of the great consuming public upon whose confidence business relies. They are everywhere recognized as active participants in the commercial life of the nation. Their counsel, once esteemed solely for its academic quality, is now accepted on its merits as the fruit of knowledge that comes of dealing with the concrete. . . . Mr. Barnes has acted wisely from still another point of view. Great undertakings are often wrecked because of lack of general understanding of their purpose and scope. The Hoover idea of inducing business to forestall unnecessary and destructive collision with the law of supply and demand is unique in the machinery of its application. Success depends on cooperation on the widest scale, and cooperation is possible only if the country knows fully what is going on. In supplying that essential factor Messrs. Chandler and Lorimer are experts.

MAKING THE PAYROLL PAY: The Associated Grocery Manufacturers are to establish a bureau charged with the duty of retaining in the grocery business well-trained men who lose their jobs through mergers or for other reasons having nothing to do with ability. The underlying reason is purely selfish. It costs a lot of money to give even a good man the experience that makes him, for example, a valuable sales manager or salesman. If he is allowed to drift away through lack of opportunity to use the knowledge he has acquired in the service of the industry which paid for his schooling, that industry suffers a distinct loss in human resources. The advantages he has garnered at its expense go with him to another field where they will be of less avail. The purpose of the bureau is to give him opportunities if possible to go on with the work he knows best and for which he should be able to give the largest returns. . . . The grocery business has unusual need of this device to hold its employe ranks intact. But the idea is one which might be adapted with profit by many other lines of business. Everywhere the demand is for special competence. The Jack of all trades was never much of a favorite, but today with competition at its keenest his qualifications are a mere combination of pieces none of which may be large enough to be useful and that in sum make a whole of no great value. On the other hand, the man who has rubbed on efficiency in radio merchandising may lack touch for selling shoes, yet be lost to the industry for which he can do most, through lack of a clearing house for men and openings suitable to each other. . . . Arrangements of the kind suggested by the manufacturing grocers are necessary to the stabilization of employment of the right sort of men, a factor the importance of which is becoming increasingly important.



The KGW Radio Tower in the Center
of Portland's Business District

The Radio Story in Oregon!

Since the beginning of radio The Oregonian has been the outstanding leader in radio advertising in The Oregonian Market. Media Records reports for the first ten months of 1929 convincingly illustrate the year after year leadership of The Oregonian in the radio field. During this ten months' period The Oregonian carried nearly as much radio advertising lineage as the three other Portland newspapers combined. The figures:

<i>The Oregonian</i>	- - -	404,454 lines
<i>Journal</i>	- - - - -	212,735 lines
<i>Telegram</i>	- - - - -	72,239 lines
<i>News</i>	- - - - -	66,457 lines

(Media Records First Ten Months 1929)

In the field of broadcasting The Oregonian has also established leadership. Radio station KGW, owned and operated by The Oregonian, is the oldest and most popular radio station in the Pacific Northwest.

... Radio advertisers know that The Oregonian is the *first* and *best* advertising buy among the four Portland newspapers.

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest

CIRCULATION: OVER 108,000 DAILY; OVER 171,000 SUNDAY

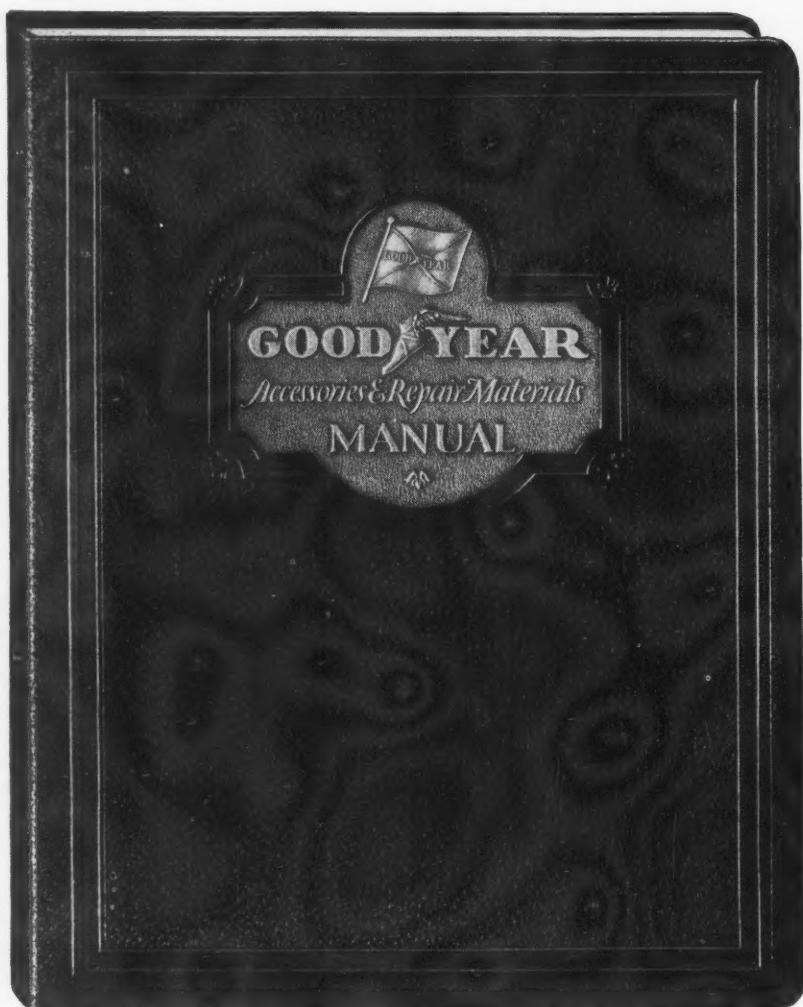
Nationally Represented by Verree & Conklin, Inc.

NEW YORK
285 Madison Ave.

CHICAGO
333 N. Michigan Ave.

SAN FRANCISCO
Monadnock Bldg.

DETROIT
321 Lafayette Blvd.



MOLLOY MADE COVERS Help Sell More Tires

GOODYEAR, General, Fisk, Goodrich, Lee, Kelly-Springfield, U. S. Rubber—these are names of consequence in the great business of keeping America on wheels. And every one of these leaders is making use of Molloy Made Covers to get and hold the attention of dealers.

Whose attention do you need? Consumers, retailers, jobbers, your salesmen, your dealers' salesmen—any or all of these will grasp the full import of any message you put between Molloy Made Covers.

Keen competition calls for keen selling methods. Molloy Made Covers, available in artificial leather, Mocotan, or hot-die embossed paper, are created to order in any size, style, and color combination, for bound books or loose-leaf binders. Successful experience in building sales for practically every line of business qualifies us to offer suggestions regarding your next book. Write to us!

In writing be sure to include such information as page size, number of pages, number of books, purpose of books, and samples of previous material

THE DAVID J. MOLLOY COMPANY

2869 N. Western Ave.,
Chicago, Ill.



New York Office:
300 Madison Ave.

An Advertised Brand Name Opens New Fields

(Continued from page 549)

they quote some class of people concerning their opinion of Greenfield: hostess, chef, waiter, cook, maid, children, doctor, husband and others. The posed photographs are very appropriate and attractive.

An unusual feature of this company's advertising is the fact that it never advertises the company name. "We are not ashamed of our name, by any means," Mr. Van Paris explained.

"On the contrary, we are very proud of its long and honorable history. But we have found from experience and inquiry that it is better to advertise the brand only. The consumer doesn't care—and seldom knows—who makes the product. If she is sold on the brand, that's all she is interested in. We are trying to impress the Greenfield brand on the public; if we were also featuring Hammond, Standish and Company they would have two names to remember instead of one; five words instead of one. Dealers know where to get Greenfield products and that is sufficient. We don't even put the company name on our trucks or our salesmen's cars; we use the Greenfield label in every case.

"We never stress the fact that ours is a Detroit product, either. Most people who see our consistent advertising probably think that Greenfield is the brand of a large concern in some distant city. That, we think, is favorable. It seems that in this case, as in some others, 'distance lends enchantment.' Anyway, we want people to buy Greenfield products because they are good, not because they are packed by Hammond, Standish, or because they are packed in Detroit."

Hammond, Standish employ thirty-eight salesmen and confine their intensive sales effort to Detroit and the territory within 100 miles of the city. Experience has convinced them that it does not pay to get further away from home.

While they have found it impractical to advertise bulk goods under the Greenfield brand, Mr. Van Paris said that "At least 90 per cent of our orders begin with Greenfield package goods and lead up to bulk goods. The package goods are the entering wedge that has opened the way to other sales."

Green Agency to Move

Charles C. Green Advertising Agency, Inc., New York, will move early in January to 2 Park Avenue—assuming its former telephone number of Ashland 6050.

Can Mrs. Advertiser give Mr. Advertiser a BUYING IDEA?

Here he comes out to your waiting car . . . holding the fortunes of a dozen manufacturers in his arms. The least of those trademarks is valued at millions. The good will of each is listed among their greatest assets.

So well-known for uniformity of quality, so standard in flavor, so liked for goodness that the names of these standard products ring with friendliness. So widely advertised and trusted that you never dream of questioning the contents.

Now, say the SCRIPPS-HOWARD Newspapers to national advertisers, "Why not apply your own proved and successful merchandising formula to the buying of newspaper space? You sell a high standard of quality. Why not buy it? . . . You sell unvarying quality. Why not buy it? . . . You sell known quality. Why not buy it? You sell your goods at the lowest feasible price, in huge volume. Why not buy newspaper space in that same way?"

Twenty-five SCRIPPS-HOWARD Newspapers, blanketing the influential homes of 25 vital key-cities, offer values that are as known, as unvarying, and as uniform as the values in the manufacturer's own package. For these reasons: Circulation concentrated almost wholly in the city trading area where selling costs are lower. Complete freedom from scatteration to points remote from the city market. High type of reader attracted by fearless live-wire policies and brilliant, complete news coverage. Natural circulation. Wanted circulation. Home circulation. Secured without premiums, drives, contests, or hypodermics . . . these are the reasons why Scripps-Howard can now render a service to the advertiser comparable only to the service which the advertiser renders his own customers.



NEW YORK Telegram SAN FRANCISCO . . . News BUFFALO . . . Times COLUMBUS . . . Citizen HOUSTON . . . Press KNOXVILLE News-Sentinel
CLEVELAND . . . Press WASHINGTON . . . News INDIANAPOLIS . . . Times AKRON . . . Times-Press YOUNGSTOWN Telegram EL PASO . . . Post
BALTIMORE . . . Post CINCINNATI . . . Post DENVER Rocky Mt. News BIRMINGHAM . . . Post FORT WORTH . . . Press SAN DIEGO . . . Sun
PITTSBURGH . . . Press COVINGTON Kentucky Post TOLEDO . . . News-Bee MEMPHIS Press-Scimitar OKLAHOMA CITY News EVANSVILLE . . . Press
— Kentucky Edition of Cincinnati Post ALBUQUERQUE . . . New Mexico State Tribune

SCRIPPS · HOWARD

NEWSPAPERS

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS . . .
OF THE UNITED PRESS AND OF MEDIA RECORDS, INC.

NATIONAL ADVERTISING DEPT., Stuart S. Schuyler, DIRECTOR, 230 PARK AVE., NEW YORK, CHICAGO, SAN FRANCISCO, DETROIT, LOS ANGELES, ATLANTA, PHILADELPHIA, BUFFALO, DALLAS

Warehouses Adopt Simplified Methods to Speed Handling

(Continued from page 556)

am sure that some of the small number of national magazines with concentrated circulation in the large cities will use warehouse service to help products advertised in their pages toward quicker sales in the areas subsidiary to these cities.

The warehouseman can help the banks who advise the country's manufacturers and practically control their business. Here is a new sort of economy—lower taxes and lower insurance rates. Surely the banks will be urging their customers to cut costs of physical distribution especially when by doing so through warehouses they can increase profitable sales in concentrated areas. The banks will also point out to manufacturers that public warehousing is economically a physical distribution of risk, protecting the manufacturer if any calamity, fire or flood, destroys his main plant. As public warehousing gets to be better known, the banks will show manufacturers the possibility of releasing capital invested in real estate inventory and the advantage of borrowing on liquid assets of stock in public warehouses, which have been construed by the Federal Reserve Bank to be "in process of distribution and marketing," and so O. K. for rediscount privileges. A New York warehouse has worked out an even more liquid system than that of the negotiable warehouse receipt, which must be surrendered before merchandise is shipped from the warehouse. By this method, advances are made by a finance corporation on stock in the warehouse. The manufacturer forwards his customers' orders to the finance corporation which practically controls the stocks in warehouse.

Selling Aid for Accountants

The cost accountants can go even further than the bankers helping both themselves and their customers by co-operating with the warehouses. If cost accounting actually segregates all distribution items and carefully distinguishes between sales, marketing and advertising on the one hand, and moving, storing and delivering goods on the other, it will give for the first time a sure basis for demonstrating the economies of public warehousing. Cost categories like insurance and rent are meaningless to the analyst of business expense unless they are broken down into insurance on stock, insur-

ance on equipment, etc.—that is definitely related to the different processes of business instead of being classified by generalizations.

The cost accountant who recognizes these facts and who knows how difficult it is to persuade the auditor of a business of the superiority of the accountant's technique over the auditor's—always a matter of friction between the insider and the outsider—may well find an excellent sales approach in the discussion of the problem of physical distribution costs: if he has something new and accurate on that, he really has something to sell.

More Simplification Possible

Other specialists on systems will find in physical distribution a new market and a new talking point. Remington-Rand has recently reduced the extremely elaborate desk-top-size form long used for car records in freight departments of railways to a simple five-by-eight-inch card. Isn't it probable that specialists in business forms can supplement what large warehouses have done and pass it along to the smaller warehouses, and at the same time make this the text for advertising copy which will call attention not only to the maker of the form but to its user, a public warehouse?

The advertising agency or the advertising department—what is its state in this problem of physical distribution? The production department knows what it means when they miss a closing date because plate makers or United States mails are a little slow. What happens to an advertising campaign when shipments to retailers are too small, too late, or too poor? Will good advertising help then?

The advertising expert should welcome the discussion and consideration of anything so definite as the physical motion of goods, because there has been so much in advertising that is indefinite, vague and unreal. Even when anything has been said about the availability of the goods advertised, it has too often been in language that may possibly build prestige but certainly does not give information—like "at all good shops" or "at your favorite department store." The copy writer welcomes distribution through chain stores because then he

can tell the reader where to find the goods—Aquazone, for example, says a stickful in the words: "For sale at Macy's, Busy Bee stores, Daniel Reeves, Gristede Brothers, and Charles & Company." But far more important than how to say it in the actual advertisement is to plan distribution, have stock on hand in good condition, convenient for the retailer. No method seems quite so well adapted as public warehousing.

H. A. Haring, an authority on warehousing, tells of the American Can Company's side line of orchard heaters burned in case of sudden frost. The retailer can't carry emergency stock, but the warehouse does and rushes it to the retailer in pre-arranged quantities at the very moment when the siren blows to warn nurserymen of the coming frost.

Consignment is a hateful word to every advertising man. Advertising ought to make goods sell, first to the retailer and then to the consumer, not just let the retailer know about the brand and take it on suspicion. But with hand-to-mouth buying, consignment seems the only way to move any volume of goods—except to those who know that warehousing moves goods without the disadvantages of consignment.

Stops Substitution

Another of the nightmares of the advertising man who really takes an interest in what happens in a retail store is the danger of substitution for out-of-stock goods. No amount of preaching to the consumer that she is to "accept no substitutes" and no amount of propaganda to the retailer about increased profit and prestige from handling only advertised goods can be as effective as spot stocks which actually prevent the retailer being out of stock and so tempted to substitute.

With all these definite, clear-cut selling advantages there is the psychological advantage in public warehouse stocks that comes from confidence that deliveries will be prompt and certain, and that there can be no friction, no complaints, no alibis over slow shipments, late deliveries, stock in poor condition—all the annoying little physical things that can so easily upset the best plans of sales promotion and advertising geniuses.

Advertise New Dessert

Custo, a new dessert compound, retailing at ten cents a package, and manufactured by the Custo Corporation of America, with headquarters in Los Angeles, is now being advertised for the first time in a test campaign in San Francisco newspapers and radio programs. Dan B. Miner Company, Los Angeles agency, is in charge.

A Staple Manufacturer Introduces a Style Line

(Continued from page 547)

talking film by Pathe of the prints with models showing dresses and a talk on the origin of the prints by the designer.

Since Safari prints are to be promoted at the peak of the winter travel season, an African travel display showing Safari silks has been taken by one prominent travel agency.

An exhibit of the prints in the illustration showing their African origin, together with art objects and accessories in the African manner, has opened at New York's Art Center and from there will be routed to other centers and museums over the country, to be locally exploited by department stores and other retailers.

Elaborate Pre-View

To impress on the trade the full significance of Safari prints an elaborate pre-showing and style promenade presented the line to the trade October 31 at the company's show-rooms in New York. Mr. and Mrs. Martin Johnson sketched African life, showed motion picture shots there and told of the origin of the prints. Zebra skins, palms, etc., formed a background for the display of the prints. A fashion promenade with stylists' interpretations explained to garment manufacturers how the prints were suited to apparel. The following models made from the prints were displayed: pajamas for the beach, pajamas for lounging, "water dress," sports ensemble, two costumes for spectator sports, Kenya shirt suitable for polo, bathing wrap, three town costumes, afternoon dresses, black crepe dinner dress, taffeta evening dress.

Every two months a bulletin will be issued to the trade to keep it informed of the new methods of coordinating Safari prints with seasonal demand. If, for instance, a manufacturer makes up a series of dresses using the prints, these will be shown and the manufacturer's name given so that the retailer can inquire for these dresses. Accessories using the African motif will also be displayed with the name of the designer and the maker. Any other information, such as the advertising and promotion being done, will thus be brought to the attention of the several factors in the trade.

House Beautiful, published under the same management as the *Atlantic Monthly*, announced last week an advertising volume for 1929 of 662,758 agate lines—about 3,000 lines more than the previous high level established in 1926.

5 KEY Markets In Texas

Dallas San Antonio
Fort Worth Houston
Beaumont

A Department of Commerce survey of Beaumont Trade Territory conclusively proves it to be the Fifth Market in Texas and the Third Market for Louisiana.

No campaign will be complete without the

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL

Home delivered throughout Southeast Texas and Southwest Louisiana
"Ask BECKWITH, He Knows"

Salesmanship for the New Era

By CHARLES W. MEARS

This book grows out of the famous course in salesmanship which Charles W. Mears gives in Cleveland, and which is attended by hundreds of salesmen and sales managers from all parts of the country.

What the salesman wants to know and has to know today about merchandising, about sales appeal, about his personal conduct and his relations to the firm—are all set forth here in a way that has proved to be of benefit to the men who have taken his course. 288 pages.

Remittance should accompany order; no approval privilege.

Price, postpaid, \$3.00

Sales Management
Book Service
420 Lexington Avenue
New York

A Fitting Background for



The Journal-Transcript leads second Peoria newspaper over 703,000 lines for first ten months 1929.

Net paid circulation Pub. Statement for period ending Sept. 30, 1929, largest in Journal-Transcript history.

... your products in Peoria is the news contents of the Peoria Journal-Transcript.

The Journal-Transcript has recently added to its collection of high grade features, "What's in Fashion?" directed by Amos Parrish, noted fashion authority.

PEORIA JOURNAL-TRANSCRIPT
Peoria, Ill.
Covers 4 out of 5 Homes

CHAS. A. EDDY CO., National Representative, Chicago, New York and Boston

Are You Proud of Your LETTERHEAD?



You should be! If your letterhead doesn't do justice to your business, it's you who are the loser. For—your letterhead is you—and you can't prevent customers and prospects from judging you by it. How could we improve your letterhead? Let us answer that by sending you samples of letterheads we've created. No obligation. Merely pin this advertisement to your letterhead, and mail to us—today!

MONROE LETTERHEAD CORPORATION

1008 Green St.
Huntsville, Ala.

165 N. Union St.
Akron, O.

Crying Our Wares

By HOWARD W. DICKINSON

This book was reviewed on page 392 of *SALES MANAGEMENT* for February 16th. Should be valuable to all persons in sales work and promotion. Written by the former Vice President of the George Batten Company, it tells the intimate details of many campaigns with which he was in close contact.

Price, postpaid, \$3.00

SALES MANAGEMENT
Book Service
420 Lexington Ave. New York City

Sales Management Weekly Index to Motor Activity

(Average of years 1924-28, inclusive, equals 100)

Year 1929	Year 1928
Aug. 3 136	Aug. 4 131
Aug. 10 ... 136	Aug. 11 ... 134
Aug. 17 ... 134	Aug. 18 ... 136
Aug. 24 ... 136	Aug. 25 ... 141
Aug. 31 ... 140	Sept. 1 138
Sept. 7 140	Sept. 8 132
Sept. 14 ... 139	Sept. 15 ... 130
Sept. 21 ... 145	Sept. 22 ... 145
Sept. 28 ... 135	Sept. 29 ... 144
Oct. 5 125	Oct. 6 143
Oct. 12 ... 124	Oct. 13 ... 142
Oct. 19 ... 123	Oct. 20 ... 140
Oct. 26 ... 116	Oct. 27 ... 137
Nov. 2 ... 108	Nov. 3 ... 132
Nov. 9 ... 103	Nov. 10 ... 127
Nov. 16 ... 103	Nov. 17 ... 130
Nov. 23 ... 100	Nov. 24 ... 133
Nov. 30 ... 98	Dec. 1 134
Dec. 7 104	Dec. 8 132
Dec. 14 ... 109	Dec. 15 ... 132

The exact sources of data on which the SALES MANAGEMENT Weekly Index of Motor Activity are based cannot be completely explained or disclosed for the reason that much of the information used is obtained in confidence. The computation itself is entrusted to one of the leading economists and statisticians of the automotive industry.

The principal factor involved is that of factory consumption, the data being used along this line involving approximately 25 per cent of the total production of the motor car industry. Inasmuch as production of automobiles is adjusted to retail sales at relatively short intervals of time, this index really portrays to some extent the trend of motor car retail sales as well as of motor car production. The volume of business transacted by the automotive industry, including its tremendous consumption of many and varied types of products as glass, steel, paint, cotton, copper, etc., gives this index of motor activity much significance from the standpoint of the business of the country at large. The fact that it can be obtained weekly also contributes to making it one of the most valuable indices to general business conditions that have been thus far developed.

Heads Kolster Advertising

Corson Kneezel has been made advertising manager of the Kolster Radio Corporation, with headquarters at Newark, New Jersey. Mr. Kneezel, who succeeds L. Wichlens, resigned, has been with Evans, Kip & Hackett, Inc., New York agency, and was formerly with Foster & Kleiser Company, on the Pacific Coast.

Executive headquarters of the company will be located at Newark after January 1.

Studebaker Stocks Low

Fewer Studebaker and Erskine cars were in the hands of dealers and distributors December 1 than at any time in the last five years, A. R. Erskine, president of Studebaker Corporation, announced this week. The corporation's own stock of new cars was about 30 per cent less than at the corresponding date of 1928.

Personal Service and Supplies

Classified Rates: 50c a line of seven words; minimum \$3.00. No display. Cash Basis Only. Remittance Must Accompany Order.

BUSINESS OPPORTUNITIES

NATIONAL DIRECT MAIL PRINTERS
group. One progressive printing house in each principal city in the United States and Canada will be invited to join this profit-building chain of advertising printers. Over 25 printing plants have tested this tangible "ready-to-shoot" protected selling plan offering exclusive printing rights. Your salesmen will want it. It is worth wiring for—but an air-mail or special delivery letter may be sufficient. Applications for exclusive rights will be treated in the order received. This patented plan is sent only to established printers in cities not yet covered, on approval. Address Box 217, SALES MANAGEMENT, 420 Lexington Ave., New York, N. Y.

EXECUTIVES WANTED

IF YOU ARE OPEN TO OVERTURES FOR new connection and qualified for a salary between \$2,500 and \$25,000, your response to this announce-

ment is invited. The undersigned provides a thoroughly organized service, of recognized standing and reputation, through which preliminaries are negotiated confidentially for positions of the calibre indicated. The procedure is individualized to each client's personal requirements; your identity covered and present position protected. Established twenty years. Send only name and address for details. R. W. Bixby, Inc., 118 Downtown Building, Buffalo, N. Y.

SALES PROMOTION

\$50 to \$50,000 DAILY SALES SECURED FOR our clients. This distributor took on a new specialty, retailing at \$60. His first purchase \$12. We submitted a sales program capable of national expansion. Within four years his sales were nationwide, running to \$100,000 monthly. 35 years salesmanship-in-print experience back of our campaigns. Submit Sales problems for free diagnosis. 10 years Sales Promotion Manager, Larkin Co. James C. Johnson, 119 Woodbridge Ave., Buffalo, N. Y.

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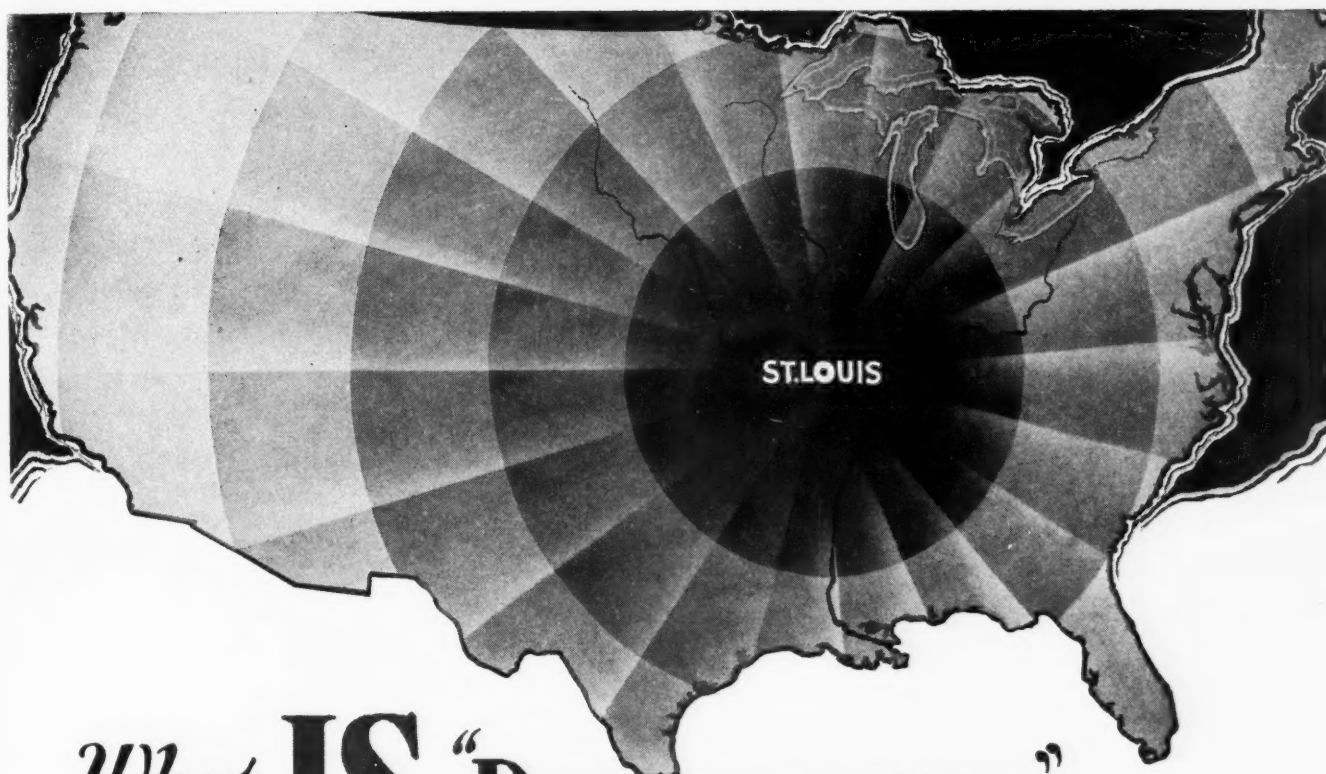
Reprints at Cost

We will reprint at cost plus ten per cent for postage and packing any article in this or other issues of SALES MANAGEMENT.

In every issue there are articles which profitably could be sent to business associates, customers, or friends of some of our readers. We shall be pleased to quote prices in any quantity desired.

"GIBBONS knows CANADA"

J. I. GIBBONS Limited, Advertising Agents
Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Grambar Bldg. Thomas L. Briggs Manager for United States



What **IS** "DISTRIBUTION," Anyway?

Some writers tell us that business faces a "Distribution Crisis".

—that America has "gone mechanical" so fast that now there are more goods than buyers.

—that Production had better get into low gear until the Sales Department, with some new miracle, catches up.

But if this means some new form of high-pressure salesmanship — some varied form of forced selling—why, then, "Good Lord, deliver us!"

For that isn't Distribution! And it isn't the answer.

Webster says "distribute" means to "deal out, allot, or divide".

To do these things, commercially, you must have people who will deal. "*People*" is the key to the whole problem.—People whom you can *reach*!

There are people enough, with needs enough, and money enough, to buy everything you make. Provided, you are *near* enough to get your goods to those people quickly, when they want them, without overpowering markups for long hauls, sales, and service.

It all comes down to this: "Where *are* you?" Are your Distribution Points so strategically located that you are in the center of your market with your customers all around you?

Or are you, geographically, off in a corner, with your fastest growing markets far away? Or does your nearby map include thousands of waste and barren miles of blockading lake or ocean?

St. Louis, as a Distributing Location, can solve many a serious selling problem. If your conditions call for one central manufacturing point, here is the one central manufacturing city of all the country. From here, two-thirds the whole United States is reached quickest and cheapest.

If your set-up demands branches, warehouses, or divisional headquarters, think of the fifty million people massed in the immediate 500-mile St. Louis Circle! *People*—consumers innumerable—served most advantageously from this natural key to commerce.

Some enlightening facts, pregnant with possibilities for you, are disclosed in a new booklet, "*Merchandise Distribution from St. Louis*". Write for a copy!

**The Industrial Bureau of
the Industrial Club of St. Louis**

507 Locust Street • St. Louis, Mo.

"THE public, business men included, does not consist of typographical experts."

E. T. Gundlach, GUNDLACH ADVERTISING CO., Chicago
In ADVERTISING & SELLING, Feb. 20, 1929



A Fact that Complicates a Space Buyer's Task

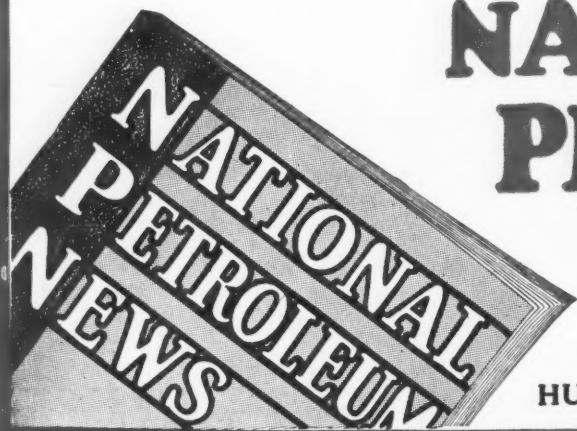
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AFTER representatives of "de luxe" publications have called and displayed their copies of magazines attractively printed on fine paper, with scrupulous make-ready and splendid halftone and color reproduction, it is humanly difficult to make an instant right-about-face, mentally, and realize that a business man will give even more concentrated attention to a plain looking business weekly. Such papers are limited in appearance because of the high speed at which they have to be produced, with the necessary sacrifice of mechanical excellence that speed entails.

Take, for example, the "Current Markets" and "Wells Completed" pages of National Petroleum News. The columns of tabular matter are not beautiful to the eye, yet we know that nothing is printed which is more closely read or more highly regarded by the influential executives of the Oil Industry, because these figures guide them to profits or losses.



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